May 1994

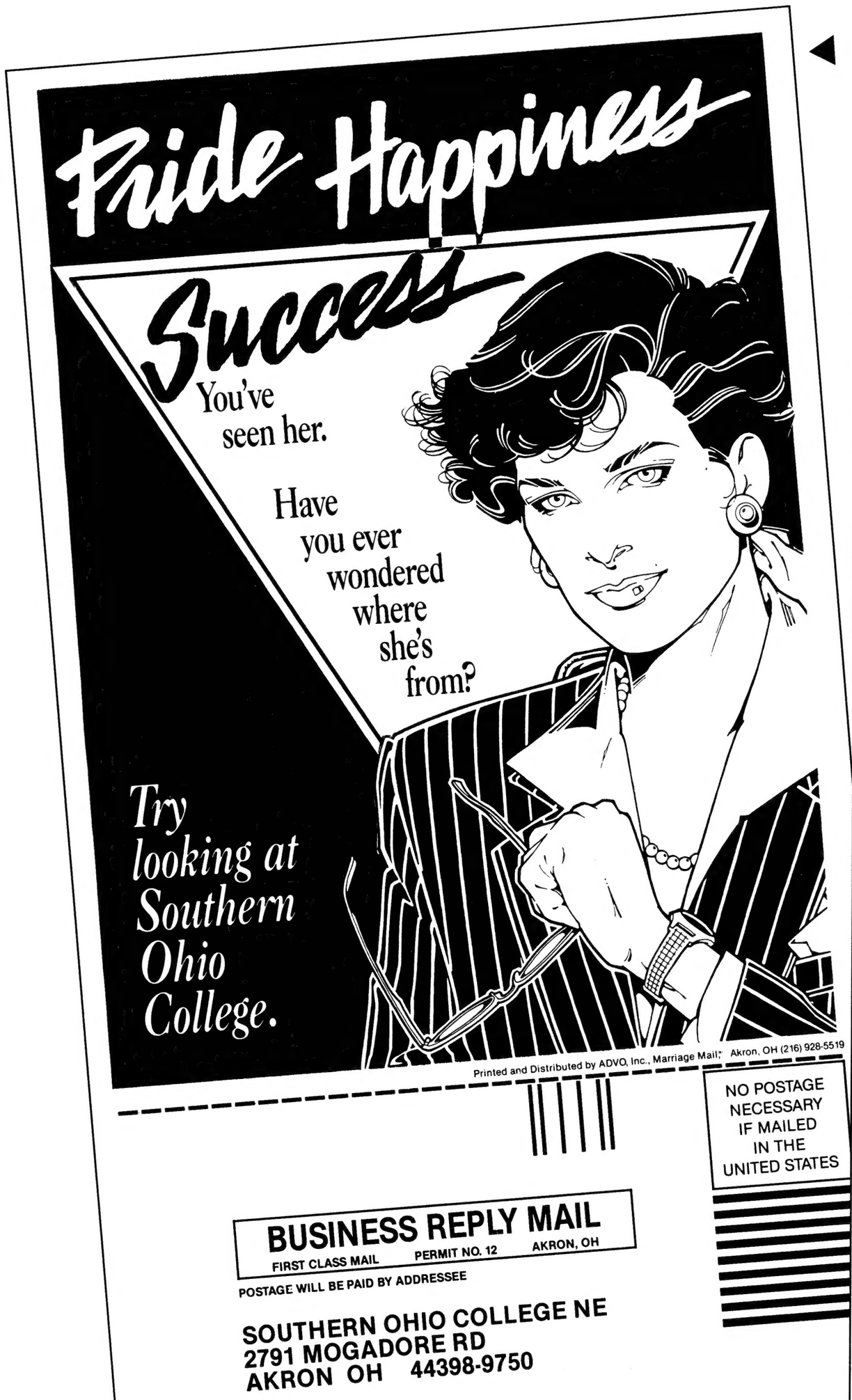
TearSheet

Case Histories

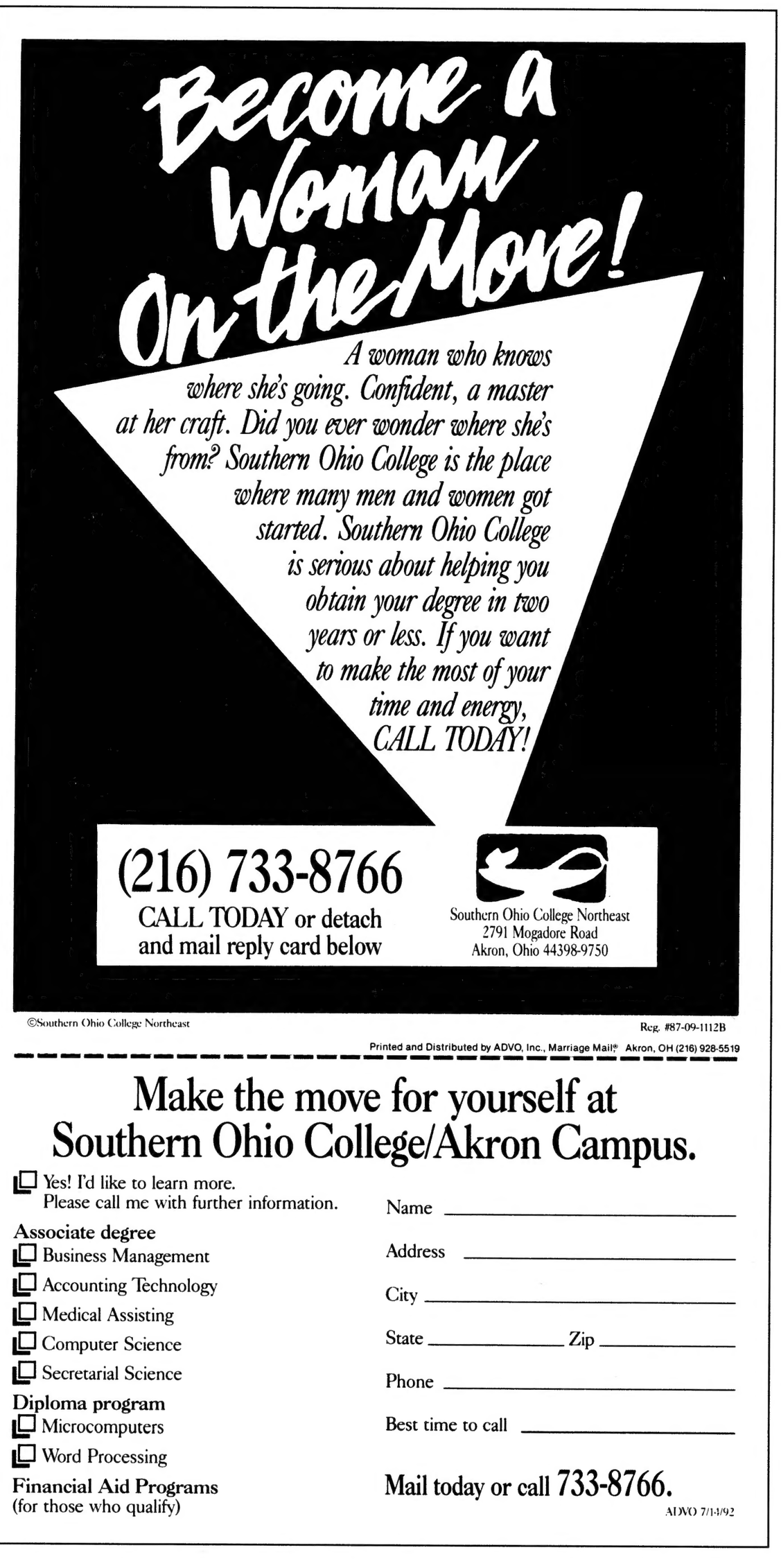
Chanin Walsh
Creative Artist
ADVO INC.
2251 Front St. Suite 430
Cuyahoga Falls, OH 44221

Businesswoman from August 90 *PMS*, page 1, is a big success on college's promotional piece. Figure enlarged, slightly cropped, and placed in front of triangle mortice. Triangle mortice repeated on back to create area for copy. Printed in black and fluorescent pink on card stock.

◀ FRONT


Pride Happiness
Success
You've seen her.
Have you ever wondered where she's from?
Try looking at Southern Ohio College.
Printed and Distributed by ADVO, Inc., Marriage Mail® Akron, OH (216) 928-5519
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES
BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 12 AKRON, OH
POSTAGE WILL BE PAID BY ADDRESSEE
SOUTHERN OHIO COLLEGE NE
2791 MOGADORE RD
AKRON OH 44398-9750

▼ BACK


Become a Woman On the Move!
A woman who knows where she's going. Confident, a master at her craft. Did you ever wonder where she's from? Southern Ohio College is the place where many men and women got started. Southern Ohio College is serious about helping you obtain your degree in two years or less. If you want to make the most of your time and energy, CALL TODAY!
(216) 733-8766
CALL TODAY or detach and mail reply card below
Southern Ohio College Northeast
2791 Mogadore Road
Akron, Ohio 44398-9750
©Southern Ohio College Northeast
Reg. #87-09-1112B
Printed and Distributed by ADVO, Inc., Marriage Mail® Akron, OH (216) 928-5519

Make the move for yourself at Southern Ohio College/Akron Campus.

☐ Yes! I'd like to learn more.
Please call me with further information.

Associate degree
- ☐ Business Management
- ☐ Accounting Technology
- ☐ Medical Assisting
- ☐ Computer Science
- ☐ Secretarial Science

Diploma program
- ☐ Microcomputers
- ☐ Word Processing

Financial Aid Programs
(for those who qualify)

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Best time to call _____

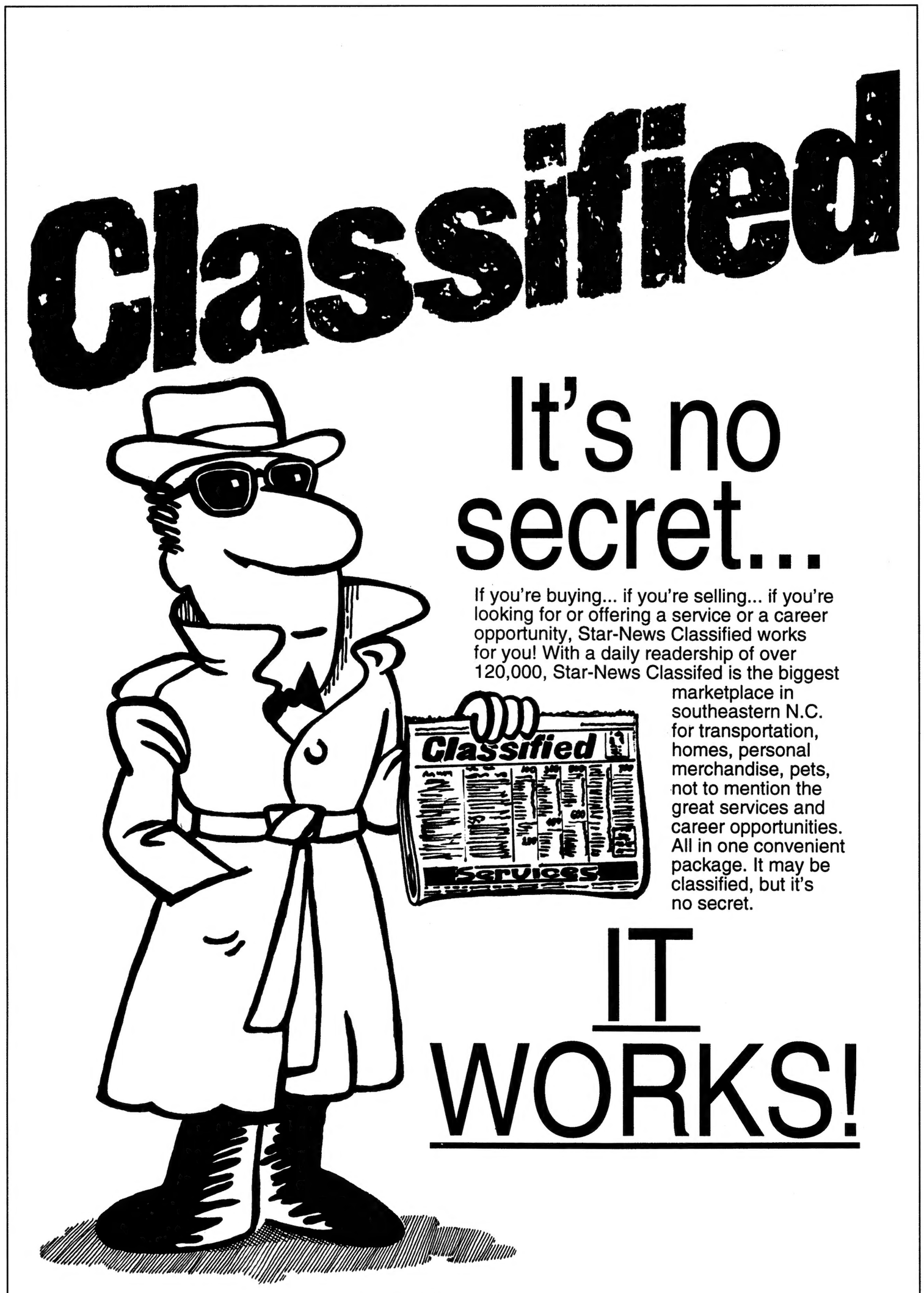
Mail today or call 733-8766.

ADVO 7/13/92

Case Histories

Dana D. Rich
Classified Artist
WILMINGTON STAR-NEWS
1003 South 17th St.
Wilmington, NC 28402

Detective from March 93 *PMS*, page 8, slightly altered for classified ad. Rich writes, "The art originally portrayed a detective holding his badge but, with a little adjusting, it was transformed into a secret agent holding a copy of our classified section. A good example of how *PMS* art can be slightly adjusted to fit a more specific need."


Classified
It's no secret...
If you're buying... if you're selling... if you're looking for or offering a service or a career opportunity, Star-News Classified works for you! With a daily readership of over 120,000, Star-News Classifed is the biggest marketplace in southeastern N.C. for transportation, homes, personal merchandise, pets, not to mention the great services and career opportunities. All in one convenient package. It may be classified, but it's no secret.
Classified
Services
IT WORKS!
Star-News Classified
Call 343-2323 or (Outside New Hanover County) 1-800-672-9085
Monday-Friday 8:00 AM-5:00 PM

Case Histories

Kathleen T. Wood
Artist
THE CALIFORNIAN
123 W. Alisal St.
Salinas, CA 93901

Print Media Service art from several issues appears in this special sections calendar produced by a newspaper for its advertisers. Shown below are bride (January 90, page 6) and cake (January 88, page 8) to announce bridal supplement, and butler (April 91, page 6) and heading (October 88, page 26) to promote car care section.

THE CALIFORNIAN'S

1992

SPECIAL SECTIONS CALENDAR

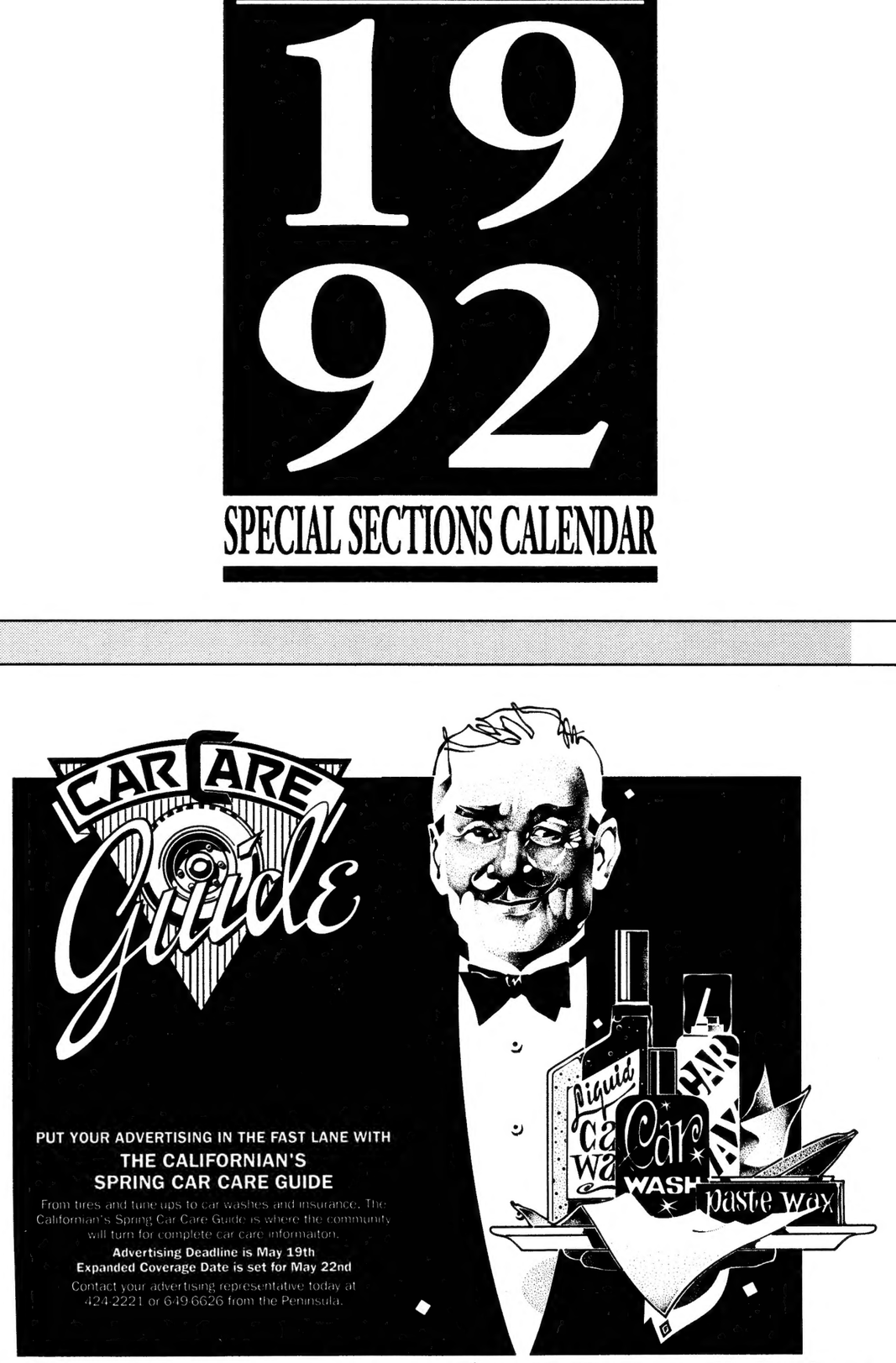
Weddings generate millions of dollars in revenue annualy for local businesses.
Fact: Monterey County will issue over 4,000 marriage licenses this year. (And this does not include the couples who come to the area to be married, yet purchased their license elsewhere).
Modern Bride magazine repors that the average formal wedding costs $13,310. This does not include shower and wedding gifts, lodging, rehearsal dinner, or honeymoon expenses.
Tap into this lucrative market by advertising in BRIDES - The Californian's monthly tabloid dedicated to wedding, engagement and anniversary notices. This section is also packed with articles that help couples prepare for the wedding, honeymoon and homemaking.
In February, we produce an "Annual Brides", this special edition of Brides is our largest wedding tabloid of the year...Don't miss out!

For more information, please contact your Californian Advertising Representative today at 424-2221, from the Peninsula 649-6626.

BRIDES

FEBRUARY '92

NOTES	S	M	T	W	T	F	S
							1 Published Californian
	2	3	4	5	6	7 Annual Brides Advertising Deadline (Tabloid)	8
	9	10	11 Published Californian (Zoned)	12 LINCOLN'S BIRTHDAY	13	14 Consumer Electronics Advertising Deadline; Published Californian; VALENTINE'S DAY	15
	16	17 WASHINGTON'S BIRTHDAY	18	19	20	21 Consumer Electronics Expanded Coverage Californian; Coupon Book Advertising Deadline	22
	23	24	25	26	27	28	29 Published Californian


CAR CARE
Guide
PUT YOUR ADVERTISING IN THE FAST LANE WITH
THE CALIFORNIAN'S
SPRING CAR CARE GUIDE
From tires and tune ups to car washes and insurance. The Californian's Spring Car Care Guide is where the community will turn for complete car care information.
Advertising Deadline is May 19th
Expanded Coverage Date is set for May 22nd
Contact your advertising representative today at 424-2221 or 649-6626 from the Peninsula.
Liquid
Car
WASH
paste Wax

MAY '92

NOTES	S	M	T	W	T	F	S
						1 Published Californian	2 Published Californian
	3	4	5	6	7	8	9
	10 MOTHER'S DAY	11 Bridal Tab Advertising Deadline	12	13	14	15	16
	17	18 Published Californian; VICTORIA DAY (CANADA)	19 Car Care Advertising Deadline	20	21	22 Expanded Coverage Californian; Coupon Book Advertising Deadline	23
	24	25 MEMORIAL DAY	26	27	28	29	30 Published Californian
	31						

Case Histories

Dorothy Litz
Graphic Artist
THE FREMONTER
854 East 23rd
Fremont, NE 68025

Reindeer from November 90 *PMS*, page 12, repeated and altered to create a personalized Christmas card which was screen printed manually. The elephant inside was created for the client who lives in the country and is an avid elephant collector. Printed in tan, red, and white on dark blue card stock.

Case Histories

Sandy Isely
Layout Artist
DAILY PRESS
122 W. 3rd St.
Ashland, WI 54806

Animated apple pie art from September 91 *PMS*, page 4, enlarged, apple slices and droplets repeated, then printed in black, red, and bright green on newspaper stock to produce this cover.

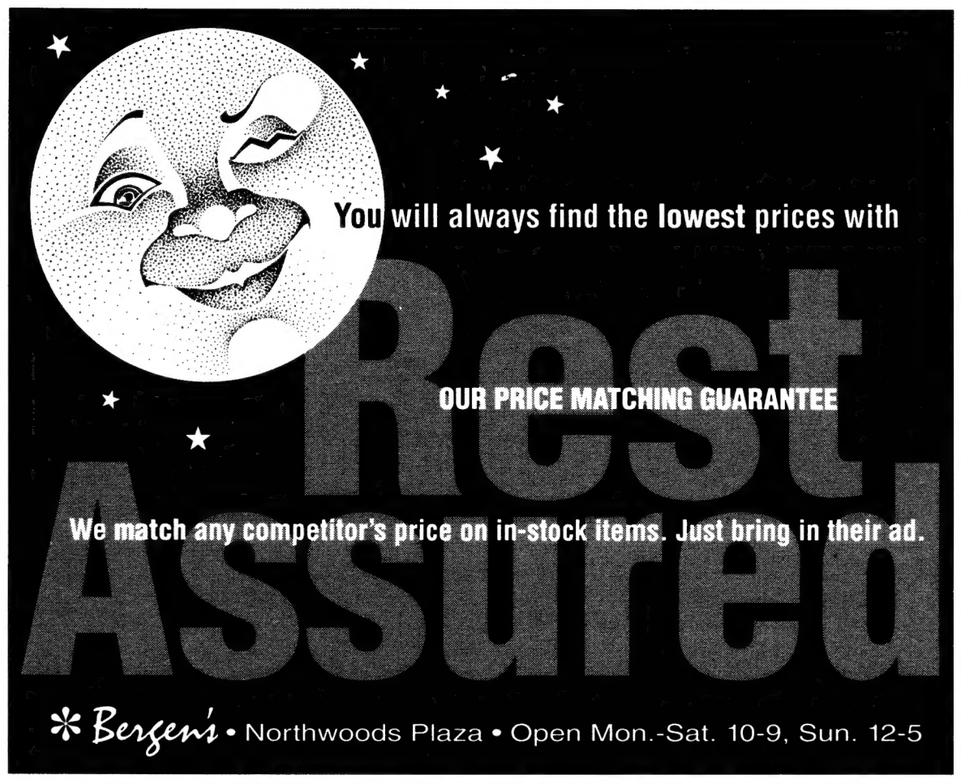
Case Histories

Thomas Pohlig
Art Director
CAPE MAY COUNTY HERALD
1508 Rte. 47 South
Rio Grande, NJ 08242

Tropical shirt (August 93 *PMS*, page 12), set against summery texture and printed in purple and yellow, really makes for an attention-getting ad. Sailboat lifted out of shirt, reduced, repeated, and combined with beach balls to create texture.

PMS Cover Story:
Color added to mother and child art from page 4, and lettering from page 22, in Adobe Illustrator® 3.2. Lettering angled and slightly altered in Illustrator, then copied, and copy placed behind original to create a drop shadow. Lace was scanned on a high-resolution scanner and reversed out of purple grad screen (created in Illustrator). Date is Helvetica Condensed Regular, Print Media Service is Helvetica Compressed Extra. Printed in three process colors on Carolina cover stock.

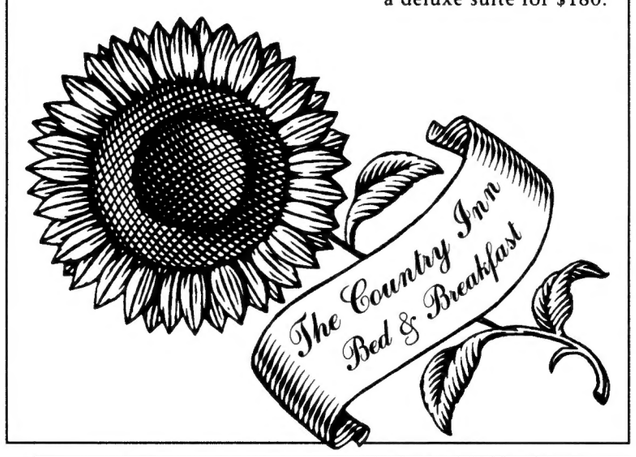
Trade Shows:
This month Dynamic Graphics' representatives will be at **Midwest Printing Expo,** Minneapolis, MN, May 4-5; **Gutenberg Festival,** Long Beach, CA, May 12-15; **Iowa Newspapers,** Des Moines, IA, May 12-13; **Art In Action,** Chicago, IL, May 19-21.


You will always find the lowest prices with
Rest Assured
OUR PRICE MATCHING GUARANTEE
We match any competitor's price on in-stock items. Just bring in their ad.
Bergen's • Northwoods Plaza • Open Mon.-Sat. 10-9, Sun. 12-5

Experience the pleasures of yesteryear – today.
Call 311-555-2939 for reservations.

OLD-FASHIONED TRADITIONS

Our Weekend Special includes all meals and a deluxe suite for $180.



Sam's Auto
611 Sheridan • 555-7623

Cut the wheelin' & dealin' out of buying a new vehicle!

At Sam's Auto, we've taken the confusion out of car shopping with **One Price Buying!** That means the price you see on our cars is the lowest price possible. No hassling or haggling necessary – we promise. Come find a great new or pre-owned car. We're open weekdays 9 to 8, Saturday 9 to 6.

555-3785

The only tool you need to get the job done. Call us for a free estimate.

Quick Print
• Express •
611 N. Jefferson

Get your life on track with career courses. Occupational training gives you the edge in today's competitive job market. You can choose from great programs like

- **Accounting**
- **Computer Repair**
- **Court Reporting**
- **Dental Assisting**
- **Fashion Design**
- **Graphic Arts**
- **Interior Design**
- **Paralegal**
- **Real Estate**

Financial aid is available. For more information, call the Admissions Office at **555-6734**.

Central Community College

Fashion Forecast for Summer '94:

HOT

Summer Suits by Jane K.
COTTON CRINKLE GAUZE JACKET AND SKIRT IN WHITE, RED, TAN, BLACK, OR BLUE. SIZES 6-16, **$25.00-$45.00**

Eveningwear by Lana
HALTER-STYLE GOWNS OF FLUID CREPE GEORGETTE IN WHITE, BLACK, OR RED. SIZES 6-16, **$95.00**

Coats by City Slickers
SHINY SLICKERS WITH HOODS, PULLOVER STYLE, IN RED, GOLD, BLUE, OR BLACK. SIZES 6-16, **$35.00**

Jogging Suits by Alexi
LIGHTWEIGHT BASEBALL JACKET AND PANTS IN JEWEL-TONED, 100% SILK. SIZES 6-16, **$65.00**

Westleyan Jeans
PICK YOUR STYLE AND COLOR – RELAXED OR SNUG FIT IN BLACK OR INDIGO. SIZES 6-16, **$35.00**

Hair Accessories by Tia
EMBELLISHED HAIR CLIPS, BARRETTES, HEADBANDS, AND PONYTAIL HOLDERS. **$12.00-$27.00**

Nauticals by Natalie
SAILOR-INSPIRED TOPS, SKIRTS, PANTS, AND JACKETS IN RED, WHITE, OR BLUE. SIZES 6-16, **$35.00-$55.00**

Kinsella Leather Pumps
STYLISH SHOES WITH A 2-INCH HEEL IN WHITE, BLACK, TAN, NAVY, RED. SIZES 5-11A, B, or C, **$55.00**

Funbrellas by Renée
UMBRELLAS IN SOLID COLORS, FLORALS, STRIPES, OR ANIMAL PRINTS. **$25.00**

bloomington's • *South State Street Center* • *Open daily 10 a.m.-9 p.m.*

Remember the one who helped you

Bloom

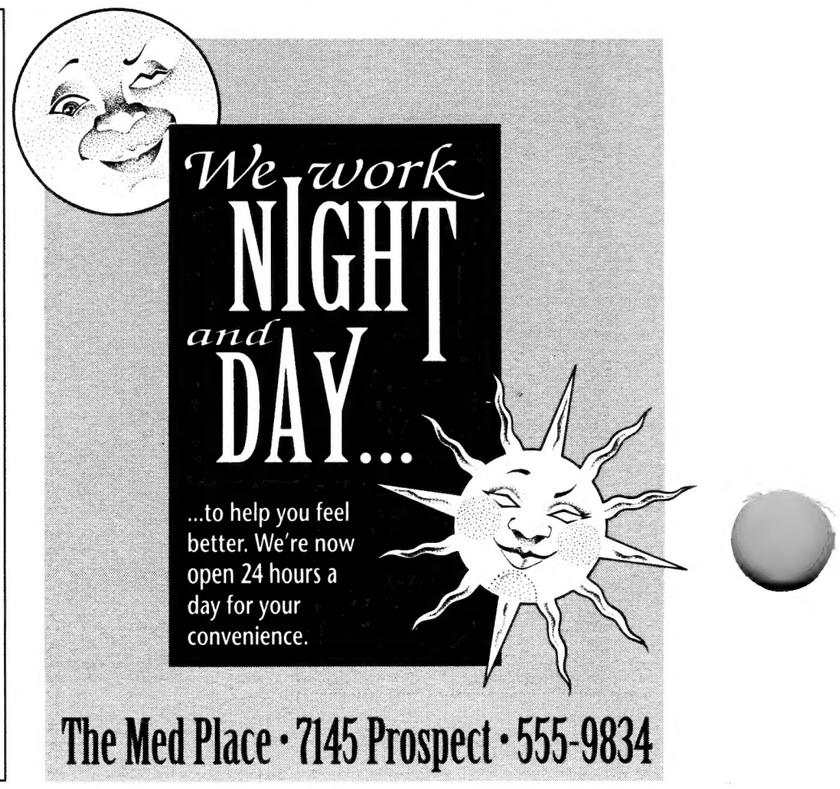
Mother's Day is May 8th.

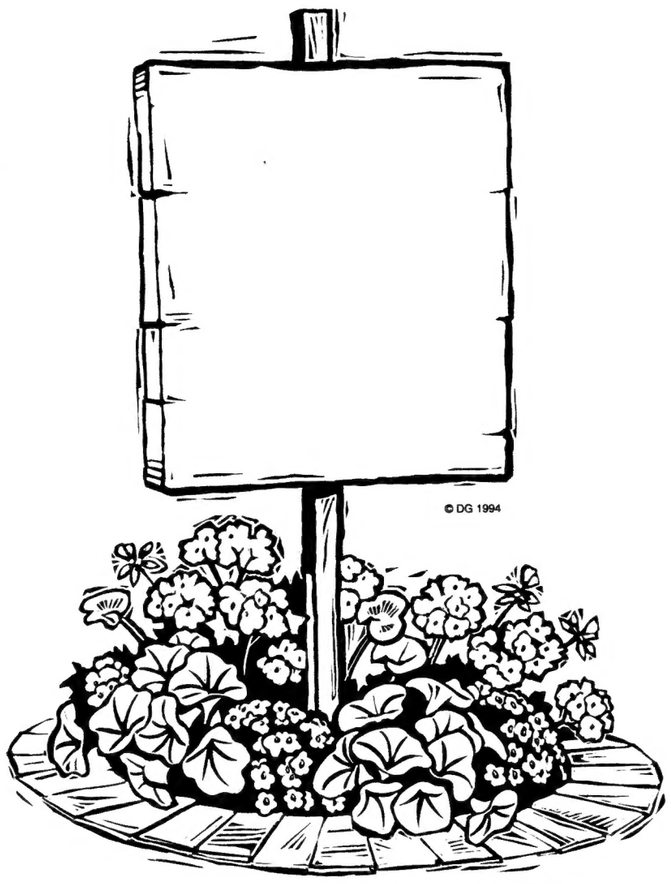
Show Mom how special she is with a gift from our large selection of unique antiques, jewelry, collectibles, and home accessories. Or let her choose the perfect present with a gift certificate.

Kristine's Boutique ❧ Pine Plaza

"Bloom" Feb. 91 Print Media Service

Is your lawn in
big
trouble?
We can help you take control with our complete lawn care service.
Call us!
SUBURBAN LANDSCAPING • 555-8923


We work NIGHT and DAY...
...to help you feel better. We're now open 24 hours a day for your convenience.
The Med Place • 7145 Prospect • 555-9834



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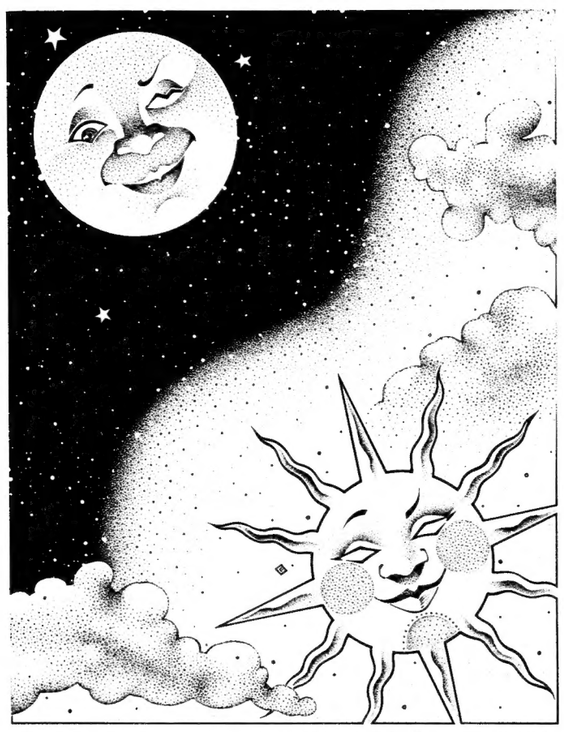

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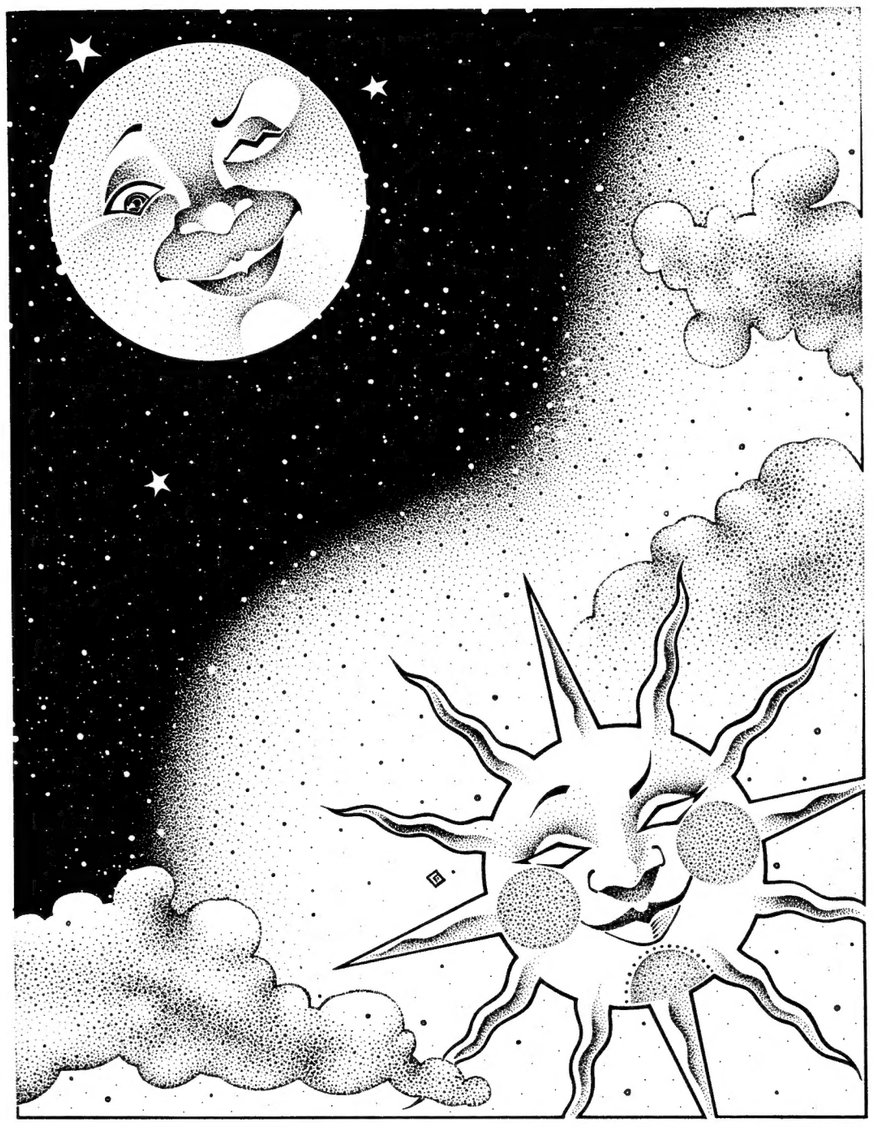

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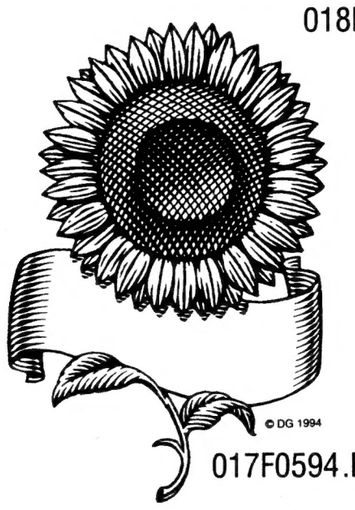

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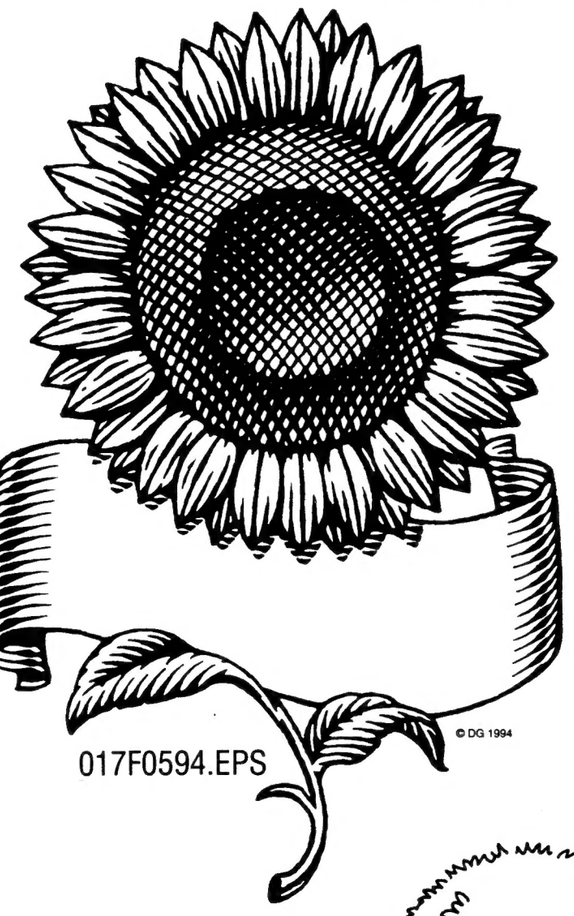

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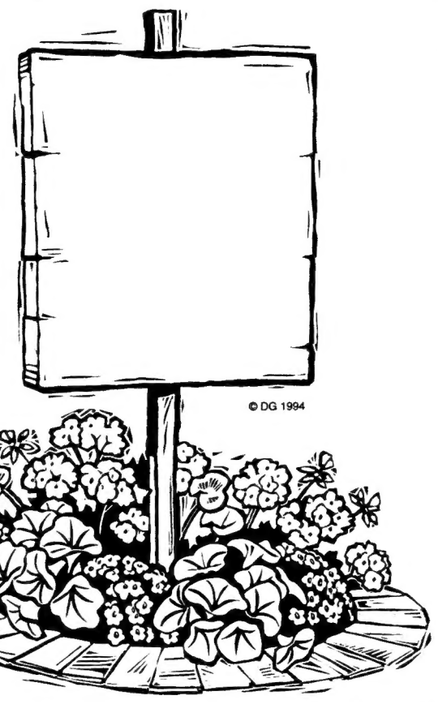

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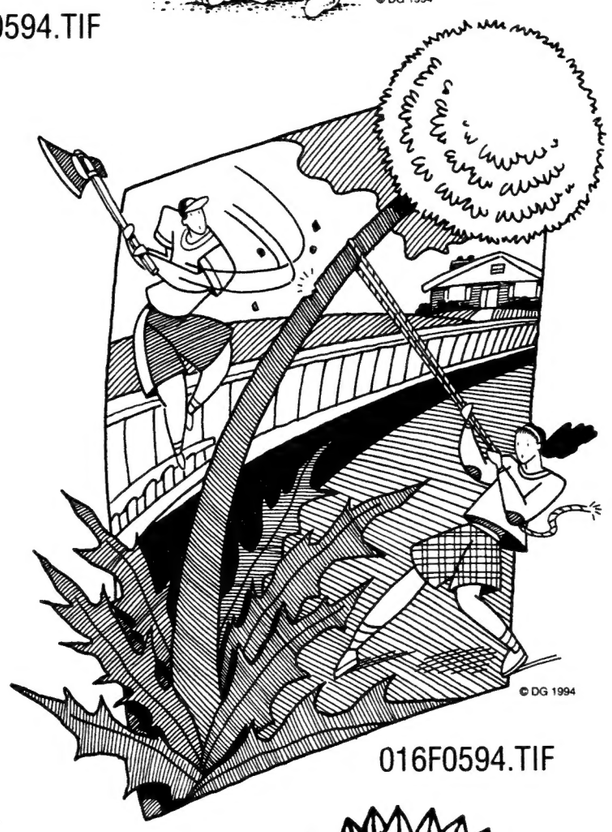

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015

Flowers Jan. 93 Clipper

Cute kids combined with script "Mother's Day" headline and *Clipper* flower border to create poster, ad, and counter card for shopping center's campaign.

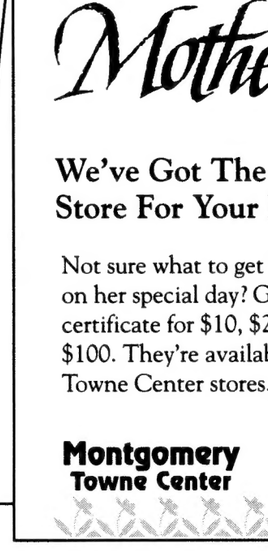
Mother's Day

Remember Mom Sunday, May 8

Find the perfect gift in any of our fine stores

Montgomery Towne Center

Mother's Day



You're sure to find something to make Mom smile when you shop at any of these great stores

• Chuck Hines • The Limit • Jacques Penée
• The Snap • Victoria's Gossip • 16 Degrees

Montgomery Towne Center
1700 South Veteran's Memorial Parkway

Mother's Day

We've Got The Perfect Gift In Store For Your Mom

Not sure what to get for Mom on her special day? Give a gift certificate for $10, $25, $50, or $100. They're available at all Towne Center stores.

Montgomery Towne Center

Your Little Worries Are BIG Issues To Us.

Whether it's the sniffles, or something more serious, we're here for you and yours from 9 to 7 daily.

555-2400

Alton First Care

Headline May 79 Print Media Service

For Mother With Love

Show Her How Much You Care

Save 20% On Selected Items

- Scented Body Lotions
- Bath Oils And Beads
- Scented Candles
- Cream Soaps
- Much More

The Pampered Woman
201 West Hanover

Take Care Of Yourself

FREE
Blood pressure screening every Monday from 10 a.m. to 3 p.m.

Koch's Pharmacy
8769 Jefferson

MOTHER'S Special Day

It's your day to treat her

Bring in this ad and Mother gets her dinner free with the purchase of at least one dinner at regular price. Reservations aren't necessary.

Pam's Tea Room
1402 Cobble Avenue

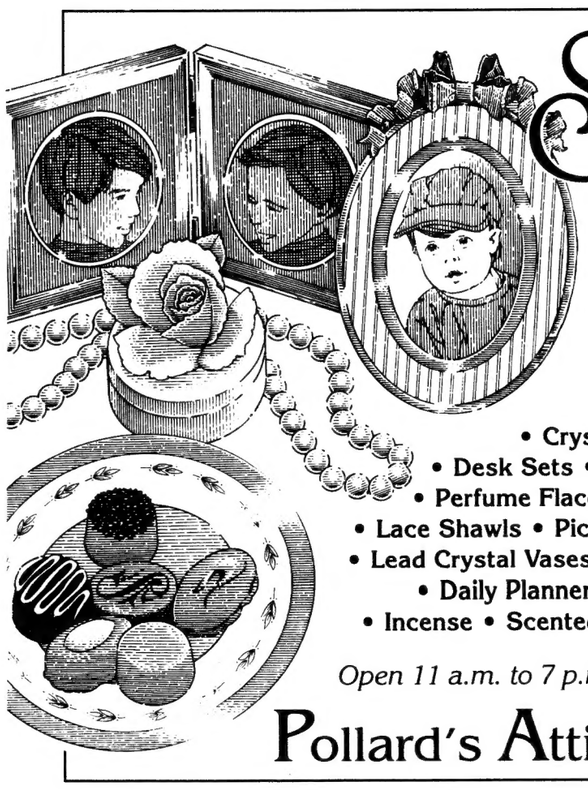
Headline May 82 Print Media Service

Protect What's Important To You

Our state of the art security systems assure protection of your home 24 hours a day. Call 555-9345 today and set up your appointment for a free, 12-point security check. We'll give you an estimate on the system that's right for your home.

CRK Security Systems
469 Jefferson Avenue

Something She'll Treasure



This Mother's Day, give your mother something beautiful to remind her how special she is to you.

- Crystal Sculptures • Stationery
- Desk Sets • Personalized Dresser Sets
- Perfume Flacons & Atomizers • Journals
- Lace Shawls • Picture Frames • Music Boxes
- Lead Crystal Vases • Framed Prints • Jewelry
- Daily Planners • Candles • Candlesticks
- Incense • Scented Soaps • Hair Accessories

Open 11 a.m. to 7 p.m. • Credit cards accepted

Pollard's Attic 8140 Winston Trail

Here's A Sweet Idea

Sell your stuff in the Classifieds. It's an easy way to earn extra money. Call us today.

Star Reporter
555-5332

CD-ROM EPMS05/94

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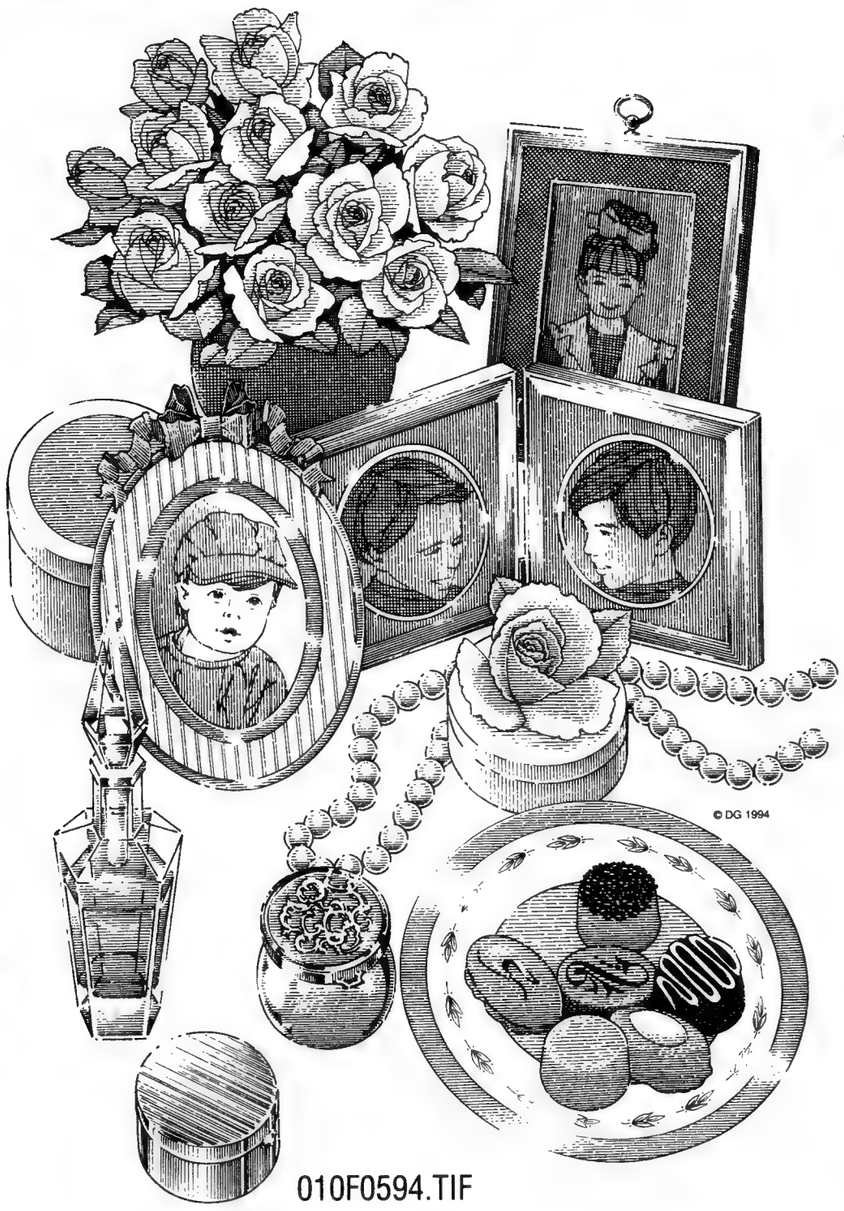

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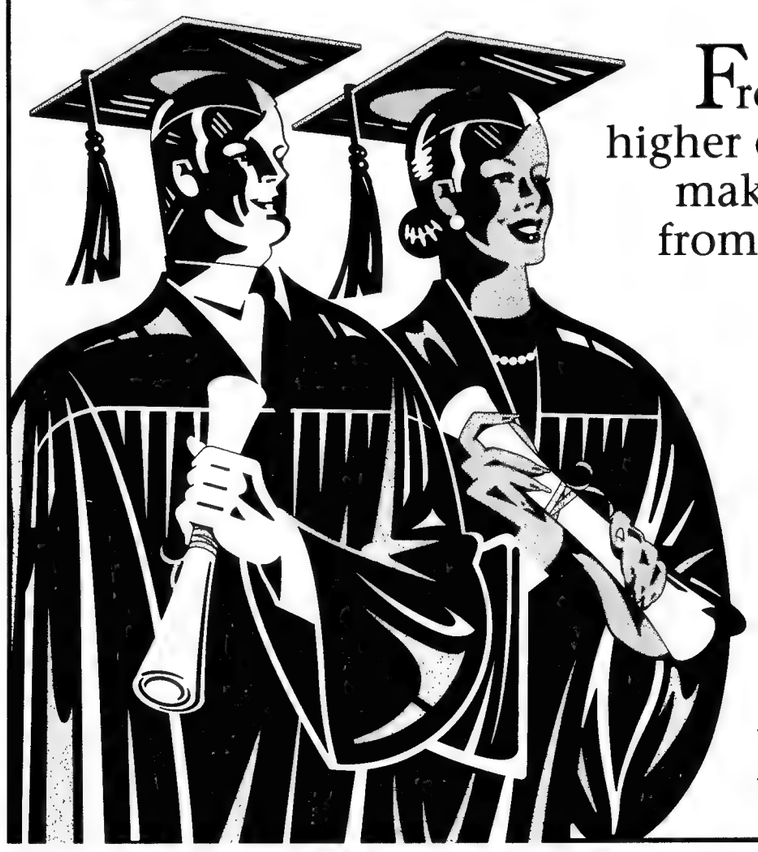
Note: Numbers identify images for Electronic PMS subscribers.

CONGRATULATIONS

TO THE GRADUATING CLASS OF 1994



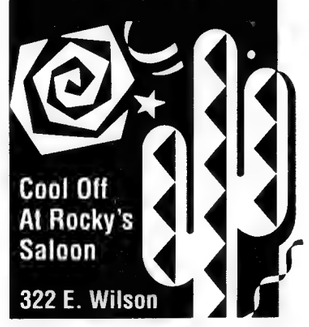
From higher learning to higher earnings, we help you make a smooth transition from student to employee.

You made it! You've finally graduated. Now make all that effort pay off with a job that puts your special skills to work. Our employment counselors will help find the perfect work environment for you to flourish in. Call today to set up your no-cost employment evaluation.

- Certified Personnel Consultants
- Computerized Access to Local and National Employment Networks
- Recruiters for Professional and Executive Positions
- Employer-Paid Fees

LINCOLN EMPLOYMENT AGENCY
1276 North Washington Avenue • Call 555-4378

Too Hot?



Cool Off At Rocky's Saloon
322 E. Wilson

SIZZLE!

Shop early. This sale ends Saturday.

Better backyard barbecues begin with bargains like these.

Portable Tabletop Gas Grill $29
SuperChef BBQ Tools ... $15
Playmate Deluxe Kettle Grill .. $59
Stead-E-Flame Gas Match .. $10

Martin's Home Center
845 Oak St. • 555-9480
Open daily 10 a.m. to 9 p.m.

Headline Dec. Headings & Alphabets Vol. 1

CELEBRATE

Special occasions call for fabulous food, fun, and spirits at

CARMICHAEL'S
RESTAURANT & LOUNGE

- Banquets for 20 to 200
- Live Entertainment Nightly
- Major Credit Cards Accepted

585 Richmond • Open 11 a.m. to 1 a.m. Daily

with us

"Celebrate with us" Nov. 89 Print Media Service

CINCO DE MAYO CELEBRATION

Join us for a festive night of wining, dining, and dancing as we celebrate this Mexican national holiday. Present this ad on Thursday, May 5, and we will give you an extra 10% off the price of any of our authentic Mexican dinner specials.

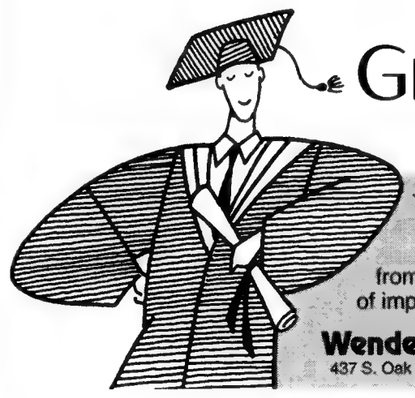
Casa Azteca
2389 North Court Street • Phone 555-8900 for reservations

WE'LL HELP YOU WIN THE RACE AGAINST HIGH PRICES

When you need car parts fast, count on us to have just what you're looking for – right in stock.

- Complete Selection of Parts
- New & Rebuilt • Foreign & Domestic
- Automotive Machine Shop Service

SULLIVAN AUTO SUPPLY
4923 East Veteran's Parkway • Mon.-Sat. 9-6 • 555-5434



GIFTS FOR GRADS

To mark this special milestone, choose the perfect present from our large selection of imported merchandise.

Wendel's Collectibles
437 S. Oak • Mon.-Sat. 10-7, Sun. 12-5

Headline June 85 Print Media Service

"Looking for big savings? Follow me."

Take An Extra 30% Off All Clearance Merchandise

Valley Variety Mart
585 W. Lincoln • Mon.-Sat. 9-9, Sun. 10-5

Let's have some SummerFun!

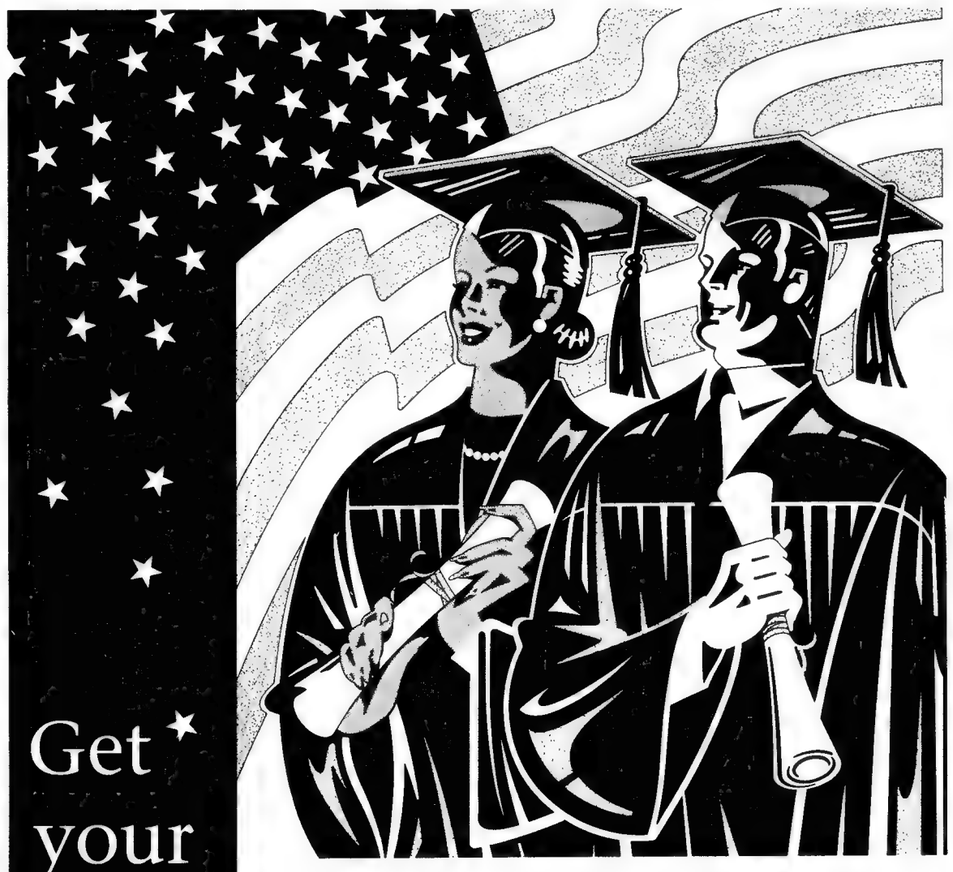
Annual Summer Picnic In The Park

Join us for all the food and fun on Saturday and Sunday, May 28 and 29

Festivities begin at 10:30 a.m. at Horton Pavilion in Oakdale Park

- Horseshoes • Pony Rides
- Sack & Relay Races • Clowns
- Kids' Carnival Games & Rides
- Baby Races • Bingo • Softball
- Lots of Fun For All Ages

SPONSORED BY THE ALTON MERCHANTS ASSOCIATION

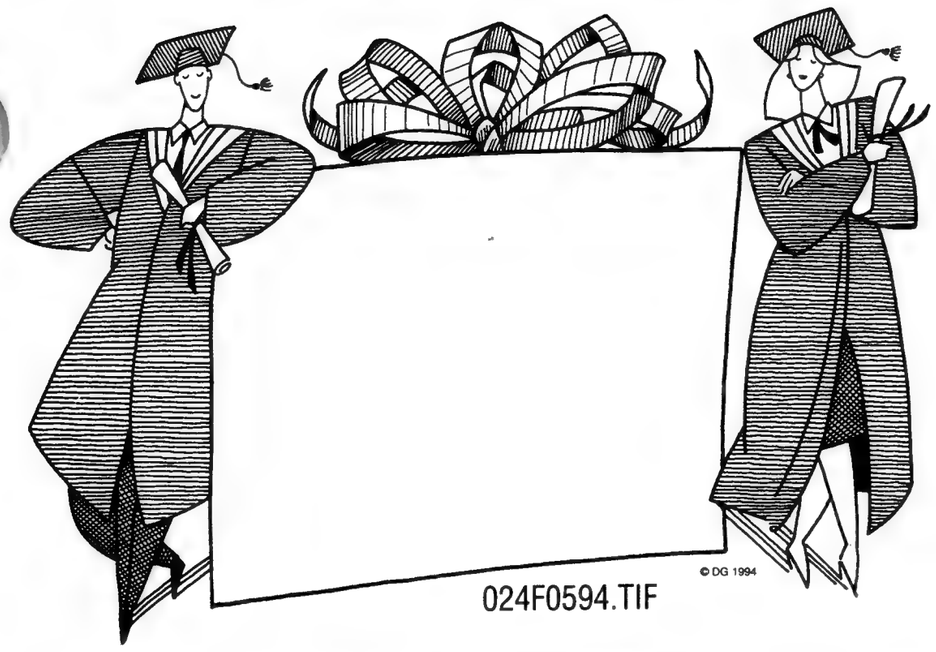


Get your new life off to a good start

Members of the Class of '94, we salute your endeavors by offering you a special gift

Bring in your diploma for FREE checking.
A job well done deserves a reward. Our reward to you is a totally free checking account for one full year. No minimum balance, no service charges, free checks, and a checkbook cover embossed with your name. Put that diploma to work. Start your checking account today.

Washington First Bank
Your Friendly Hometown Bank – Member FDIC
1224 S. Malcome Street • 555-7460



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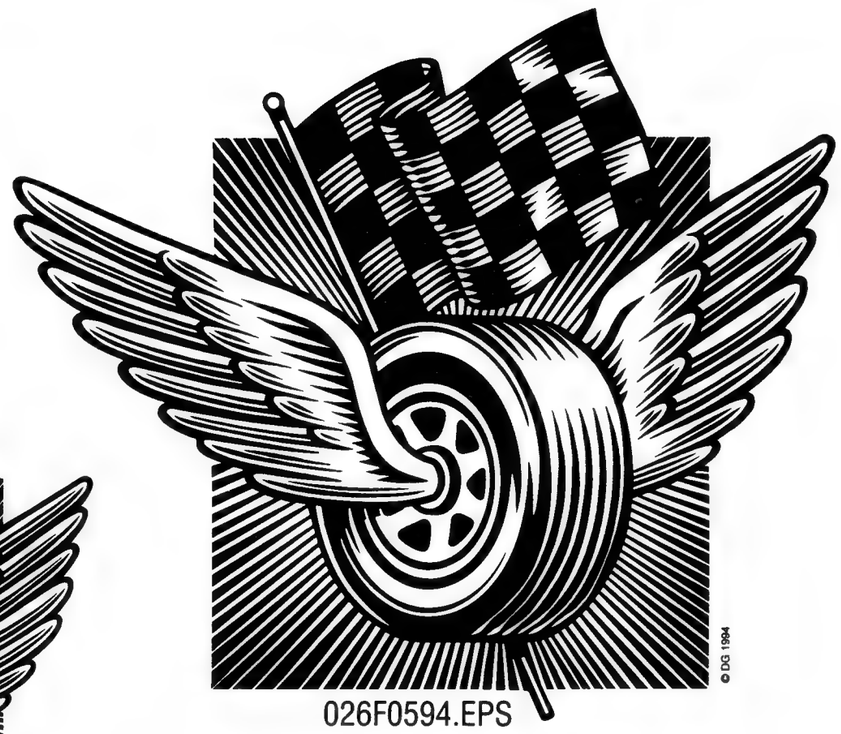

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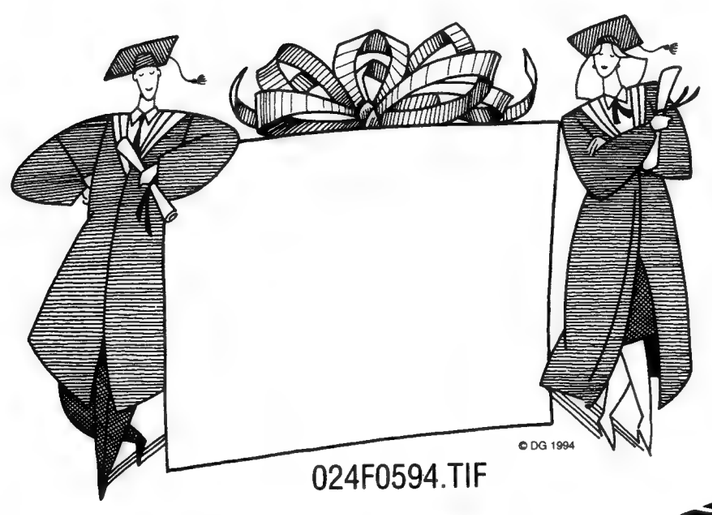

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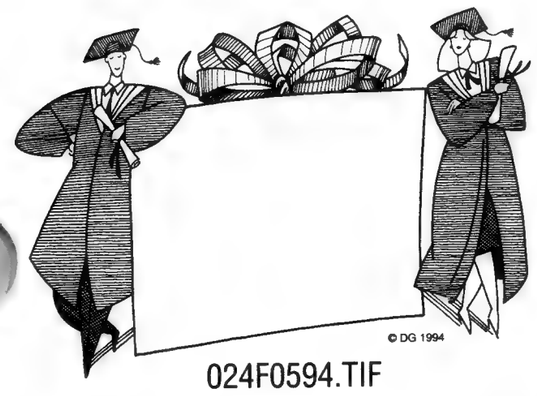

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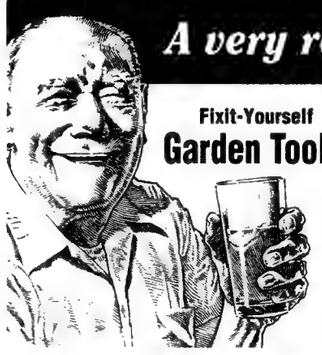
CASH & CARRY SALE

A very refreshing deal!



Fixit-Yourself Garden Tools... 25% OFF

Get your garden growing with the tools professional gardeners use. Spades, hoes, shovels, and more are on sale now through Sunday.

Wendt Hardware
1309 N. Western Ave. • Mon.-Sat. 9-9

"Sale" October 89 Print Media Service

FISHIN' FOR BARGAINS

Stock up now on brand name health and beauty aids to help make your summertime living easier. These sale prices good thru May 21st.

CLEARANCE *Sale!*

Old Salt **Cologne** Fresh, brisk scent in 12 oz. spray or splash..... $8.75

Keep-U-Dry **Deodorant** Two scents in 12 oz. stick or roll-on..... $1.95

Lovely Lady **Perfume** Floral. 12 oz. spray. $15.95

Air Cushion **Insoles** For people who work on their feet. For men's or women's shoes. $5.25

Smile Brite **Toothpaste** Baking soda and fluoride clean teeth. 8 oz. tube. $3.95

SolarGuard **Sunblock** Lotion or oil with moisturizer, SPFs from 15 to 40, 12 oz... $6.95

NoHurt Antiseptic **Spray** Keeps scratches and sunburns from hurting. 12 oz... $2.55

Inflatable Pool **Floats** In seven different animal shapes..... $5.95

Magnetic Travel **Games** Chess, checkers, word games..... $6.65

Insulated Travel **Mugs** Keep hot drinks hot, cold drinks cold, hold 8 oz..... $8.25

50 ct. Paper **Napkins** Cute prints or pastel solids..... $2.85

100 ct. Paper **Plates** Sturdy plates in pastel colors..... $4.95

Our CompuMed File gives you access to your prescriptions 24 hours a day, seven days a week.

Harris Drugs
"A Name You Trust"
11288 W. Archer
555-2952

SUMMER OUTDOOR SPECIALS

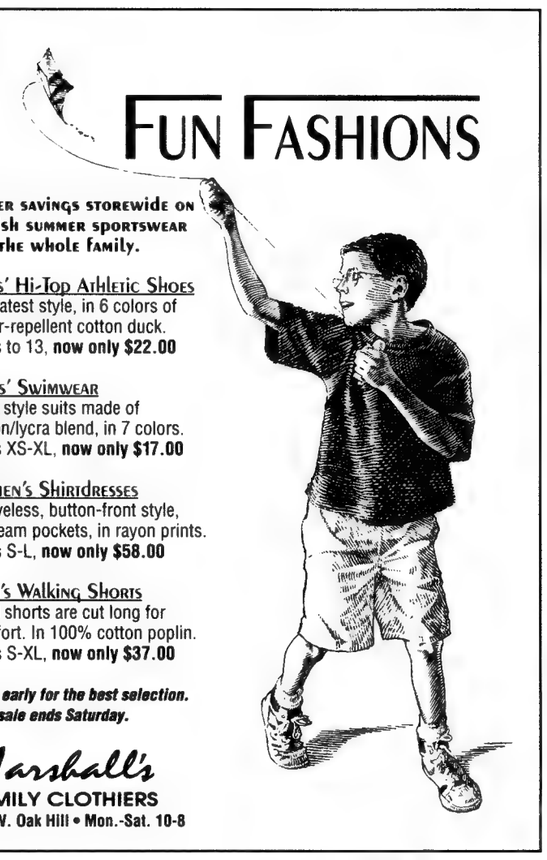
From The Gro... C... o... St...

Keep Your Cool!

Make sure your air conditioner is ready for summer with our Chill Out Checkup.

When it's hot outside, the last thing you need is a broken air conditioner. That's where the Chill Out Checkup comes in. We make sure your unit is in working order, recharge the coolant if necessary, and give you a free estimate on any repair costs. Call us today to schedule your appointment.

Valley Heating & Air Conditioning
3400 W. Hamilton St. • 555-2300



FUN FASHIONS

Super savings storewide on stylish summer sportswear for the whole family.

Boys' Hi-Top Athletic Shoes
The latest style, in 6 colors of water-repellent cotton duck. Sizes to 13, **now only $22.00**

Girls' Swimwear
Tank style suits made of cotton/lycra blend, in 7 colors. Sizes XS-XL, **now only $17.00**

Women's Shirtdresses
Sleeveless, button-front style, on-seam pockets, in rayon prints. Sizes S-L, **now only $58.00**

Men's Walking Shorts
Plaid shorts are cut long for comfort. In 100% cotton poplin. Sizes S-XL, **now only $37.00**

Shop early for the best selection. This sale ends Saturday.

Marshall's
FAMILY CLOTHIERS
900 W. Oak Hill • Mon.-Sat. 10-8

Cheers!

Get refreshing summer entertainment and save with our May Daze Special. Get cable installation and 30 regular cable channels for $15 through May 31st.

- *3 sports channels*
- *4 educational channels*
- *A 24-hour news channel*
- *2 comedy channels*
- *5 premium channels*
- *2 kids' channels*

Central Cablevision
11590 S. Windom Ave. • 555-2945

Just the way you like it!

The printing professionals are ready to serve all your printing needs.

No matter how big or how small your job is, we handle it quickly, professionally, and affordably.

- ***Posters, flyers, bulletins***
- ***Brochures, booklets***
- ***Stationery, envelopes***
- ***Cookbooks for families, civic organizations, or churches***

Our desktop publishing staff will make your project look professional.

call **555-7576**

Potter Printing
780 N. Main St.

Don't miss out!

Shop now for new home furnishings during our May Super Clearance Sale. Save 15 to 60% in every department storewide.

Koch FURNITURE STORE
445 N. Avalon
555-9263

Open M-F 10-8
Sat. 10-6
Sun. 12-5

Supplement to the Journal • Sunday, May 29, 1994

We're Cooking Up Some SUMMER Fun!

Summer 1994 Schedule of Events

Look inside for fun events for you and your whole family

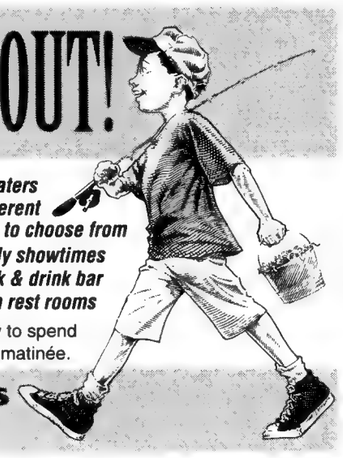
CHANEY PARK DISTRICT

SCHOOL'S OUT!

MOVIES $4.00 EVERY DAY

- *8 theaters*
- *8 different films to choose from*
- *5 daily showtimes*
- *Snack & drink bar*
- *Clean rest rooms*

If you're looking for a great way to spend an afternoon, then come see a matinée.



College Cinemas
745 W. Main St.• 555-4538

WOW! Check it out...

...all the hottest athletic shoes are 20% off now thru Saturday.

Acme Sporting Goods
890 W. University • M-S 9-9, Closed Sun.

Stock Up Now On All Your PICNIC FAVORITES FROM Johnson's Discount Grocery

Tasty Grillers **HOT DOGS** LB. $1.39

Grandma Rose's **DELI SALADS** LB. $1.89

Super Fizz **SODA POP** 2 LITER 99¢

Shelf Specials

Krunchee Taters **Potato Chips** • 16 oz. bag $1.39

Oven Fresh Hamburger or **Hot Dog Buns** • 8 ct. bag $1.09

Krispee Brand Sweet or Dill **Pickles** ... jar $1.19

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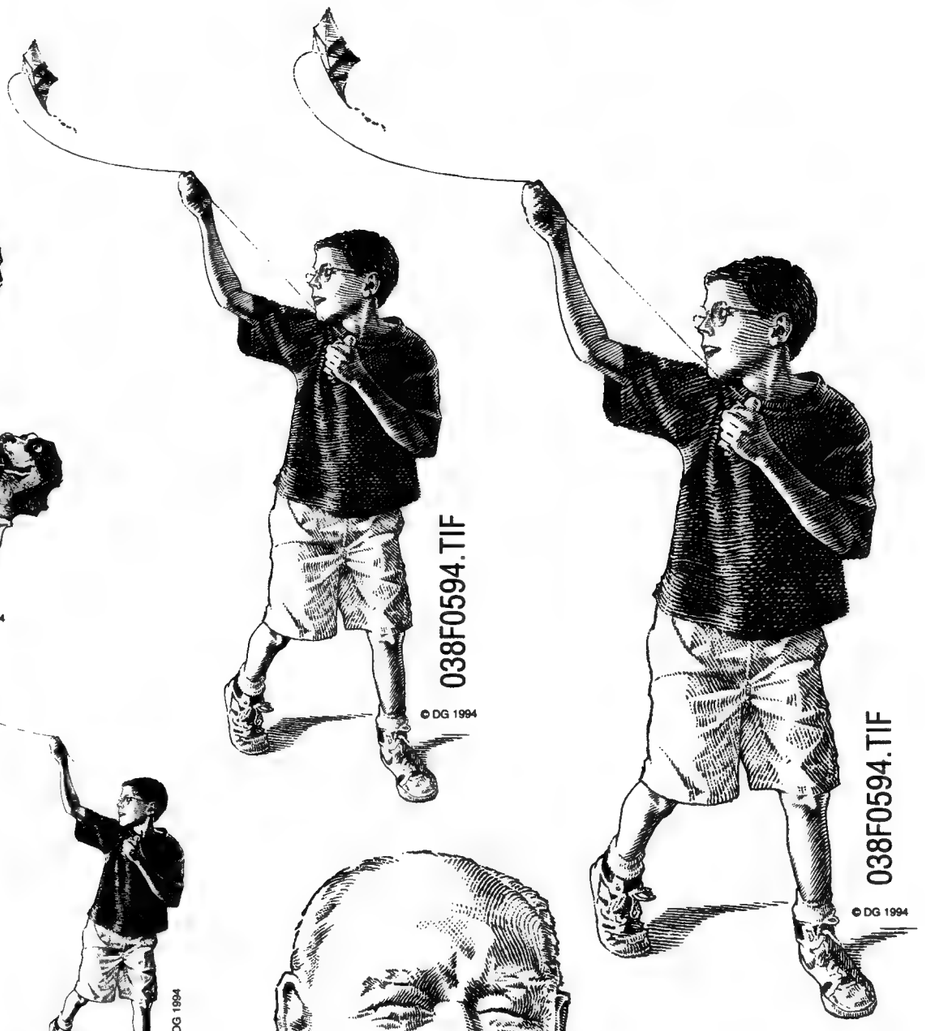

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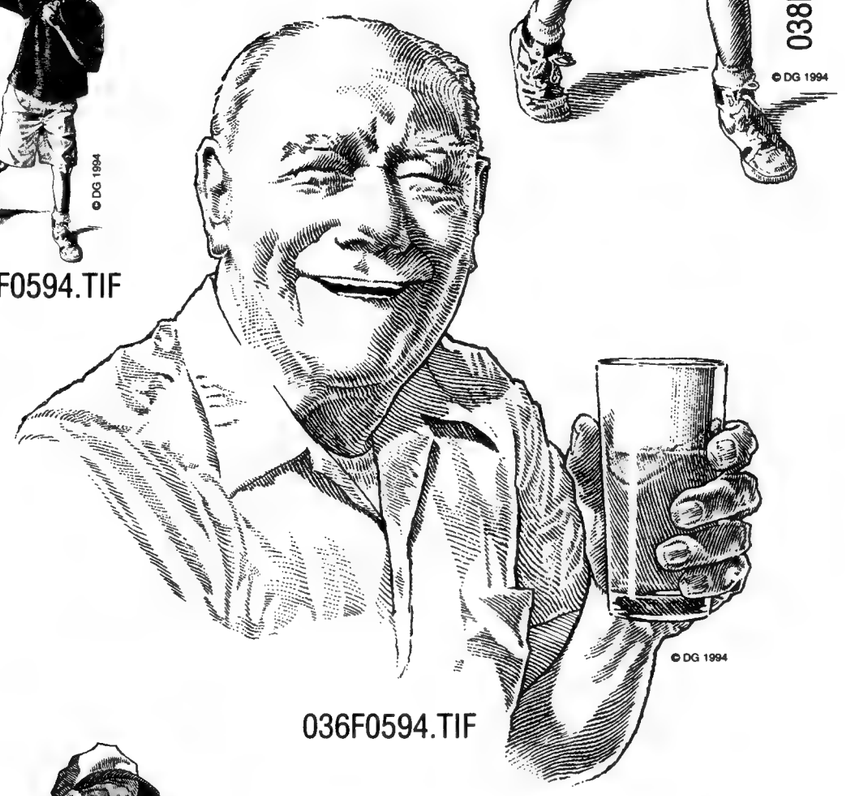

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Rinoair

Good Deal$

New Cars
Used Cars
Rebates

Save big on the car of your dreams when you shop at the area's largest auto mall. Visit any of our seven different dealerships today to get the best price on the truck, car, or van that fits your needs to a "T."

Hampton Auto Mall
5908 N. Cypress • **555-6060**

Now Don't Forget

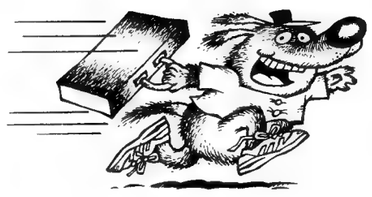
Registration forms for the May 23rd-July 8th session of Day Camp are due May 16th. Your child will love all these "fun-tastic" activities:

- camping
- hiking
- canoeing
- fishing
- swimming
- crafts
- volleyball
- tennis
- baseball
- games
- cooking
- day trips

Join the fun!

Camp Wapatingo
for more info call
555-4850

Quick Service!



We answer your appliance repair calls in 24 hours or less. We guarantee it. Whether you've got a broken blender, a washed-up washing machine, or a temperamental TV, we'll fix it fast, and we'll fix it right.

Bixby's Appliance Center
5252 W. Freemont • 555-6590

Don't do it Yourself

Play it safe and call the experts first

Repairing or replacing a roof can be a tough job. Our staff of repair experts is ready to tackle your most challenging roofing repair and replacement tasks. Call 555-5007 today for a no-cost, no-obligation job estimate.

✤Alexander Roofing • **555-5007**

To create type dominant layout for appliance repair center, left, dog with suitcase reduced, "Quick Service" headline enlarged.

Get Hooked

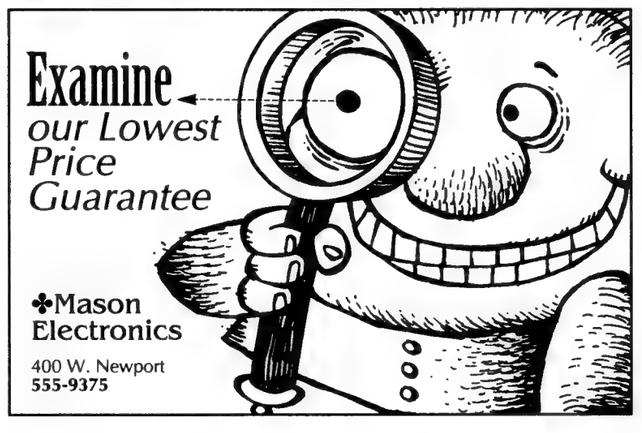
2 for 1
video rentals
Every Tuesday

MC Video
500 N. Main
555-6007

Absolutely Everything is on Sale!

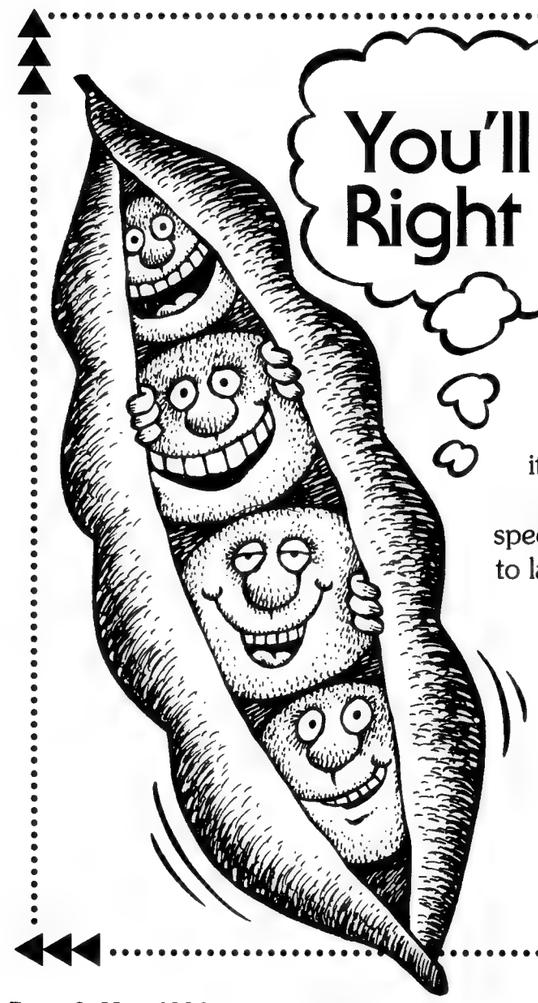
10%-60% off entire stock* today thru Saturday.** Save on shoes, handbags, socks, all clearance merchandise, new summer merchandise, and much more. ***Don't miss it!

✻**Candice Shoes** in Evergreen Mall



Examine *our Lowest Price Guarantee*

✤Mason Electronics
400 W. Newport
555-9375



You'll Fit Right In!

Come join our happy bunch!
When it's time to relax, unwind, and have fun with your friends, then it's time to visit us. Our food is fabulous, and our drink specials can't be beat. Add that to laser karaoke on weeknights from 7 to 10 p.m., and live music on weekends starting at 9 p.m., and you've found the perfect place to party with your pals.

Jake's Bar & Grill
320 S.E. Adams • ***555-5381***

Finally Free!

Thanks to **Winifred's** Laundry Service

Free yourself from the burden of doing laundry. We wash, dry, iron, dry clean, and do repairs and alterations at an affordable price. We even pick up and deliver your clothing for you.

Phone **555-5596** for pick-up
Call before May 31st and get 20% off your order

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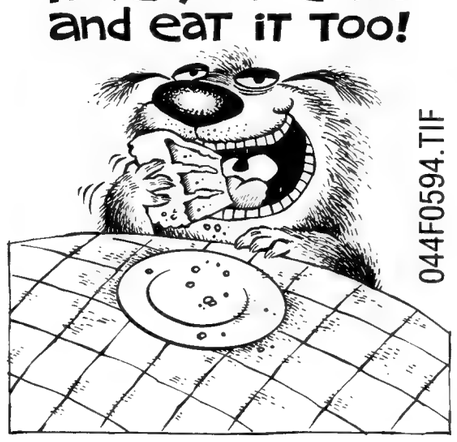

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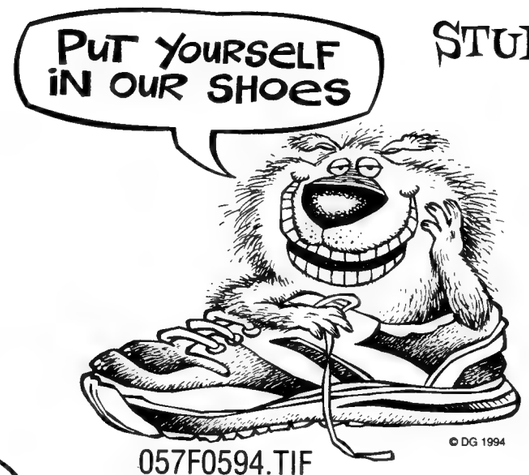

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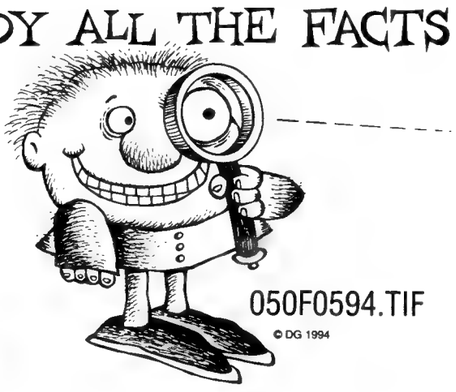

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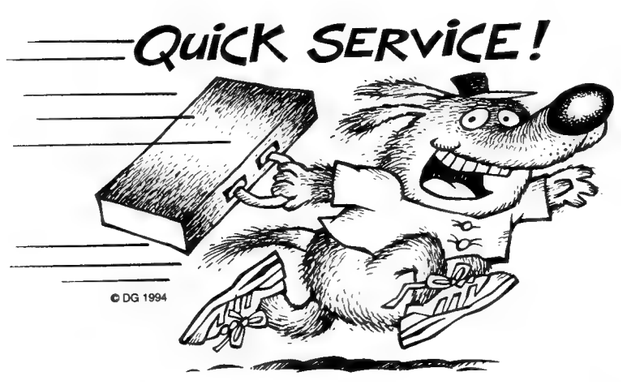

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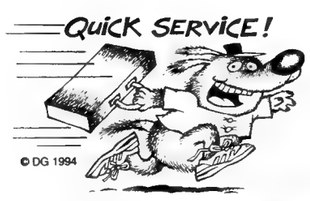

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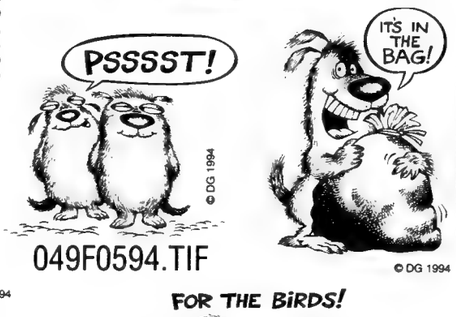

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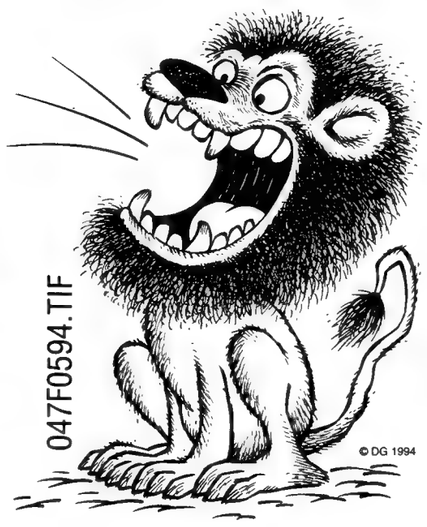

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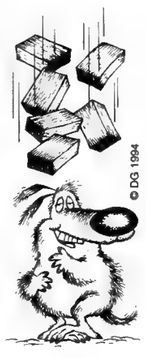

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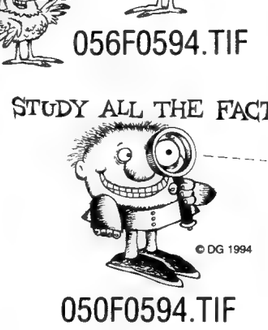

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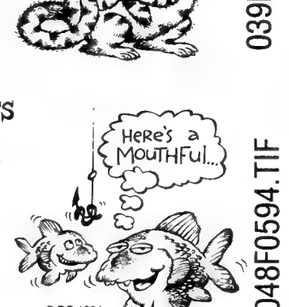

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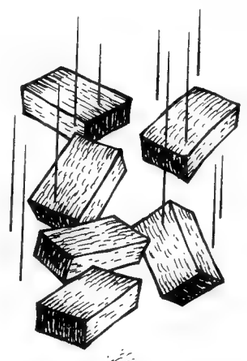

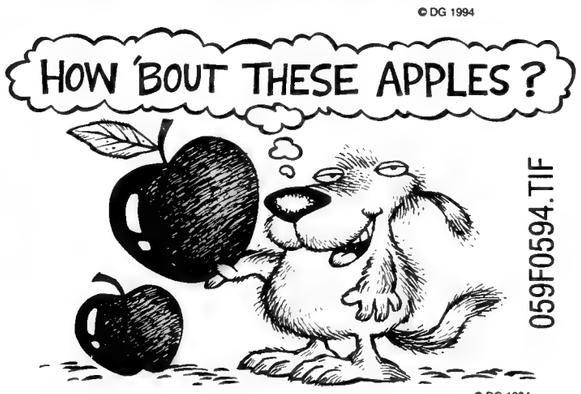

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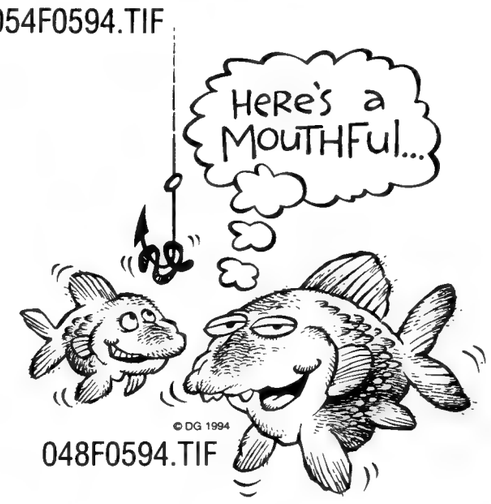

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Background Jan '91 Clipper

Get Ticket

Look inside for a complete listing of fairs, festivals, and other special summer events

---

What A Deal!

BUY ANY NEW, IN-STOCK VEHICLE DURING MAY AND GET A

$1000 Rebate

Now is the best time to buy the new car, truck, or van you've been wanting. Prices slashed to rock bottom, $1000 factory rebates, and on-the-spot financing make buying more affordable. This special offer ends May 31, 1994.

McCarthy Automotive Center
6675 N. Western Ave. • 555-2954

Headline May 90 Print Media Service

2 for 1 Sale

During the month of May, you and a friend get a shampoo, precision haircut, blow dry, and styling for the regular price of one haircut. **Call today for your appointment.**

Valley View Beauty School
446 N. Hendryx Ave. • 555-8306

"Scratch & Dent Sale" July 89 Print Media Service

"YOU'LL SAVE A BUNDLE"

Friday, Saturday, & Sunday, May 13th, 14th, & 15th

Scratch AND DENT Sale

Henderson Appliances
909 N. University • M-F 9-8, Sat. 9-6

Enjoy Life

We make it easy to stay healthy and happy

Taking good care of yourself mentally, physically, and emotionally is essential to your well being. Our exercise facilities, fitness trainers, certified dietician, and counseling staff are ready to help you stay in top form. Visit us today. See all that we have to offer.

"Your health is worth it" **555-8600**

Centennial Health & Fitness Center

"Sale" Oct. 89 Print Media Service

Secure your future

Make sure that retirement continues to be everything you want it to be. Our experts are ready to help make your dreams a reality. Call us today at 555-8592.

Westly Financial Services

BIG 3 DAY Sale!

Everything reduced 50%

Save storewide on previously reduced items

- *Men's, women's, boys', and girls' spring outerwear*
- *Women's lightweight spring separates in ramie cotton*
- *Entire stock men's tennis sweaters and cardigans*
- *Entire stock latch rug and counted cross stitch kits*
- *Entire stock bathroom rugs*
- *Entire stock candles*

These sale prices end Sunday.

BIGSAVE DISCOUNT MART
11340 N. Western Ave.
We're Open Weekdays 9-9, Saturday 9-6, Sunday 12-5

"Headline" May 91 Print Media Service

FOR SENIORS ONLY
What A Treat
Rent 1 video, get a second rental ..... FREE!
Every Wednesday
Save 10% on the price of any new or used videotape in stock.
Metro Video
779 N. Oak • 555-5732

"WOW, I HIT THE JACKPOT!"

Weekly jackpot is at least $1000

No purchase necessary

Win big with our Weekly Jackpot Drawing

Fill out a Jackpot Drawing Card the next time you visit us, then get it punched every week by our friendly cashiers. Every week that there isn't a winner, the jackpot goes up another $500. Win big with our great prices and a chance for great prizes.

Fred's Supermarket
3309 N. Henderson St. • Open 24 Hours

Join the fun!

Put our event specialists to work for you when you're planning your next big bash.

The best occasions are ones that you enjoy without having to worry about the arrangements. Our staff is ready to help you plan everything down to the last detail. Just sit back, relax, and enjoy yourself.

- Gourmet catering for groups from 20 to 500
- Spacious ballrooms • Luxurious guest suites
- Sports facilities • Special weekend rates

Greenvalley Inn
13450 W. Ridley Road • 555-3969

"1/2 Price!" Dec. Headings & Alphabets Vol. 4

COUPON DAY$

Clip And Save These Coupons For Delicious Dinner Specials

HOMESTEAD FAMILY RESTAURANT
Wednesday Special
Chicken & Dumplings
Includes vegetable, bread, dessert, and beverage
1/2 Price!
THIS OFFER GOOD THROUGH MAY 31, 1994

HOMESTEAD FAMILY RESTAURANT
Friday Special
Baked Cod Filets
Includes choice of potato, roll, dessert, and beverage
1/2 Price!
THIS OFFER GOOD THROUGH MAY 31, 1994

Come try our lunch buffet, weekdays from 11 a.m. to 2 p.m.

Barbecued ribs, fried or baked chicken, fried flounder, mashed or fried potatoes, four vegetable choices, salad bar, bread & rolls, and dessert for only $5.50.

Homestead Family Restaurant
14953 S. Heritage Pkwy. • Open M-S 7-9, Sun. 7-8

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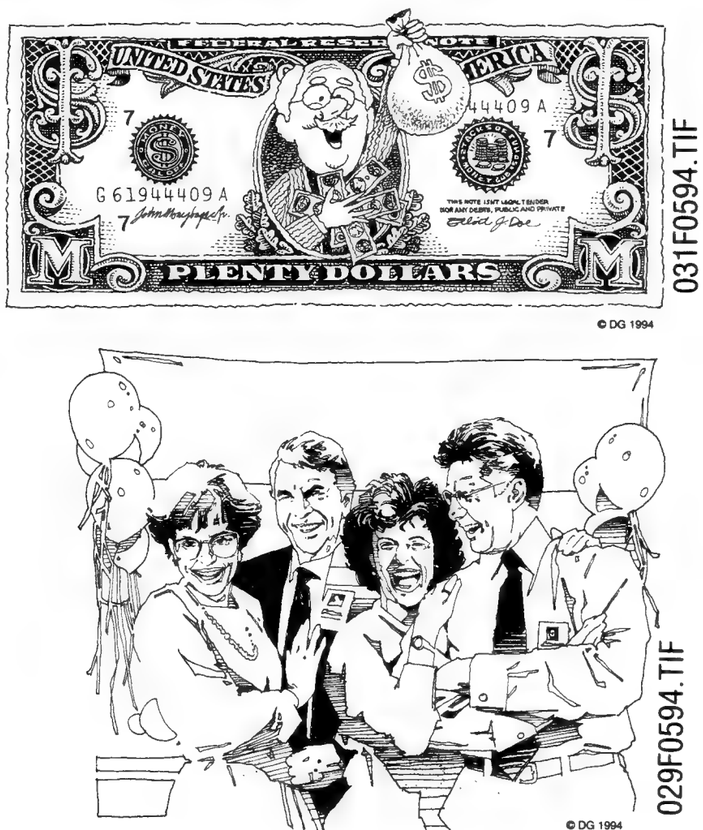

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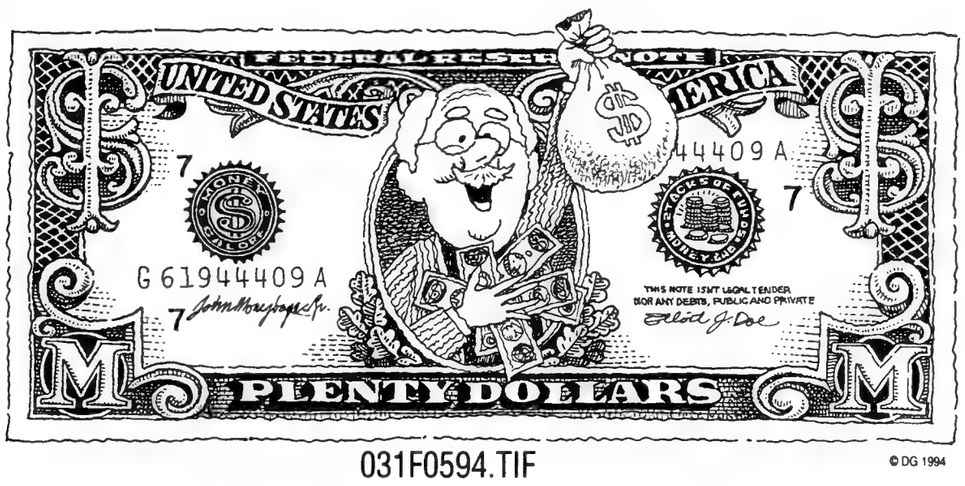

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Headline Aug 87 Print Media Service

COME ONE! Come All!

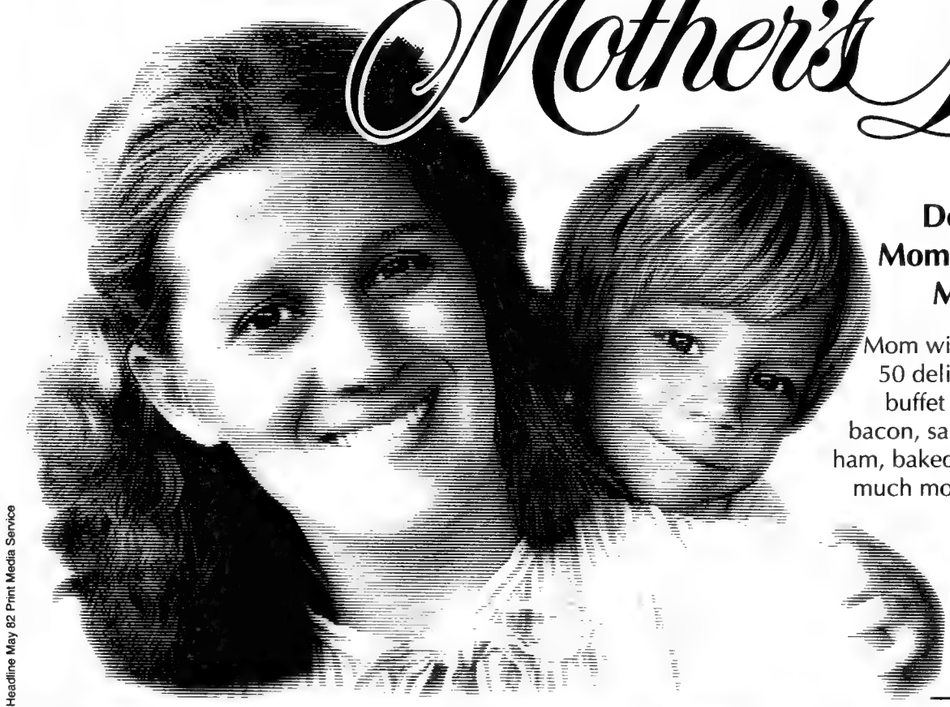
Save Up To 50% On Selected Items

Huge price reductions on men's, women's, boys', and girls' clothing, bedding, towels, home accessories, and more, now through Sunday.

CUNNINGHAM & COMPANY
Sheridan Plaza • Mon.-Sat. 9-9, Sun. 12-6

Headline May 82 Print Media Service

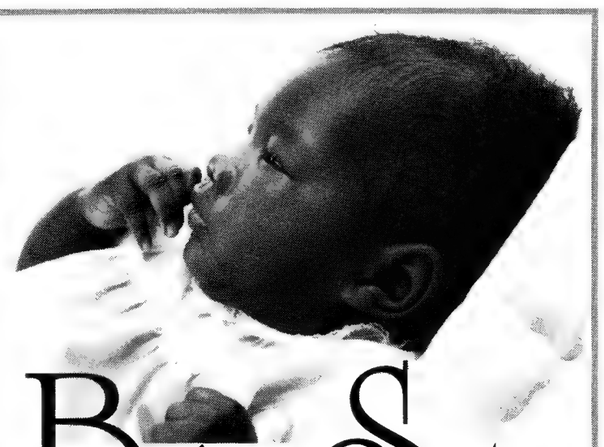
Mother's Day



Do something nice for Mom and treat her to our Mother's Day Brunch

Mom will love choosing from over 50 delicious items on our brunch buffet including omelets, crepes, bacon, sausage, chicken, roast beef, ham, baked potatoes, vegetables, and much more. All this and a beverage for only $9.99 per person.

Michelangelo's
1546 North Lincoln Avenue
Call 555-6286 for reservations



Baby Sale

Save 20 to 50% on all in-stock clothing now through May 31st.

TED E. BEAR CHILDREN'S WEAR
Oak Hills Mall • Mon.-Fri. 10-9, Sat.-Sun. 12-6

Stop Your Habit

Before It Stops You

Struggling With A Drug Or Alcohol Problem?
Call 555-9090 For Help
THE CHEMICAL DEPENDENCY CENTER

our child deserves the best day care

We offer age-appropriate programs that make learning fun. Add to that nutritious meals, physical activities, and field trips, and you'll see we're the best around.

My Buddy
Day Care Center
324 Lake • 555-2001

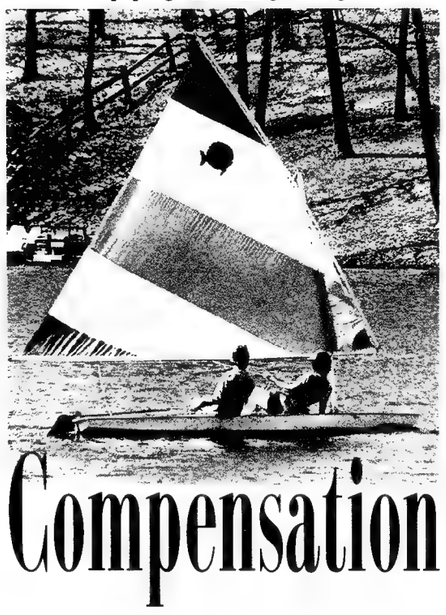
MEMORIAL
Memorial Gardens Mausoleum

DAY ★★★
Monday, May 30th, at 6:00 p.m.

SERVICES
Music Presentation By The Hadleigh College Chorale & Concert Orchestra

1978 Willow • 555-3947

Workers



Compensation

Reward yourself for a job well done by taking a relaxing respite from the workaday world. Go parasailing, swimming, fishing, hiking, play tennis, golf, have fun in the sun.

The Sunnyhills Resort
3408 Royale Road • (311) 555-2300

PERFECTLY PERSONALIZED PARTY PLANNING FOR CHILDREN

Our creative staff is ready to take care of every last detail for your next party.

- **Full-Service Catering**
- **Entertainment & Music**
- **Decorations & Balloons**
- **Videotaping Services**

Party Favorites
342 W. Wilson • 555-PLAN

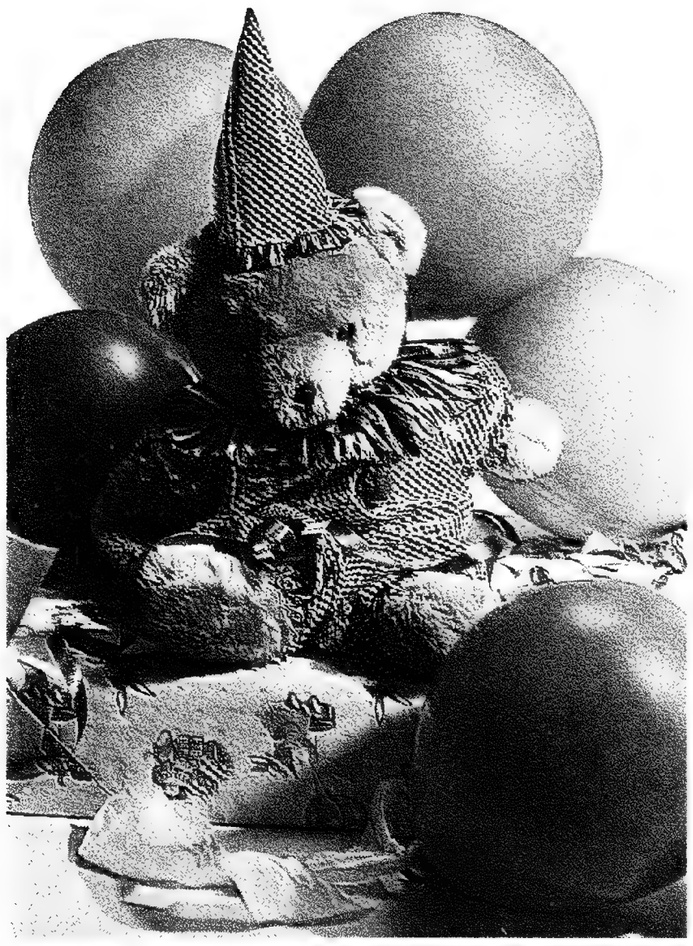
If your life is what you make it,

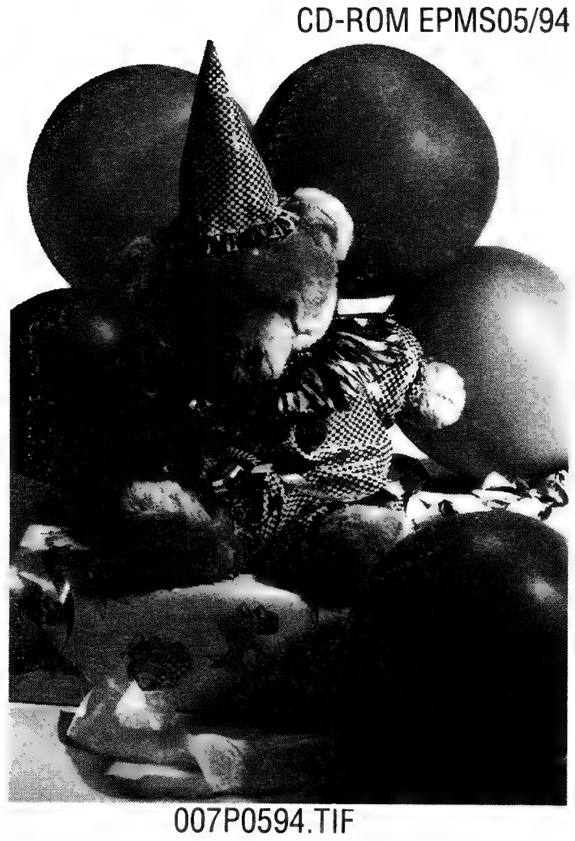
here's how you can make the most of it.

Being able to enjoy tomorrow takes advance planning today. Start planning for a better future with a Savings Account, High-Yield Savings Account, Individual Retirement Account, or Certificate of Deposit. Call 555-9342 for more information.

Washington National Bank
2678 North Jefferson Avenue • Mon.-Fri. 9-6, Sat. 9-1

CD-ROM EPMS05/94





007P0594.TIF

THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

005P0594.TIF

004P0594.TIF

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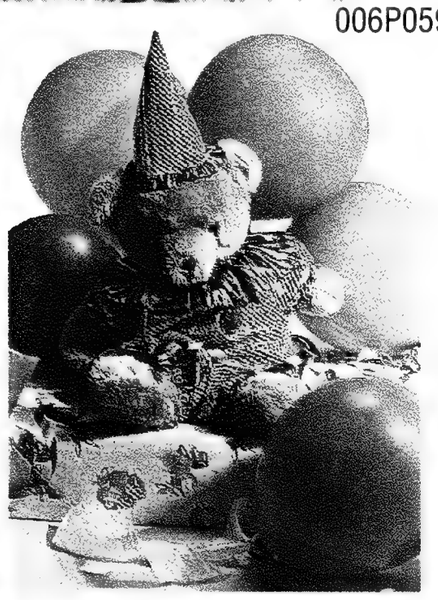

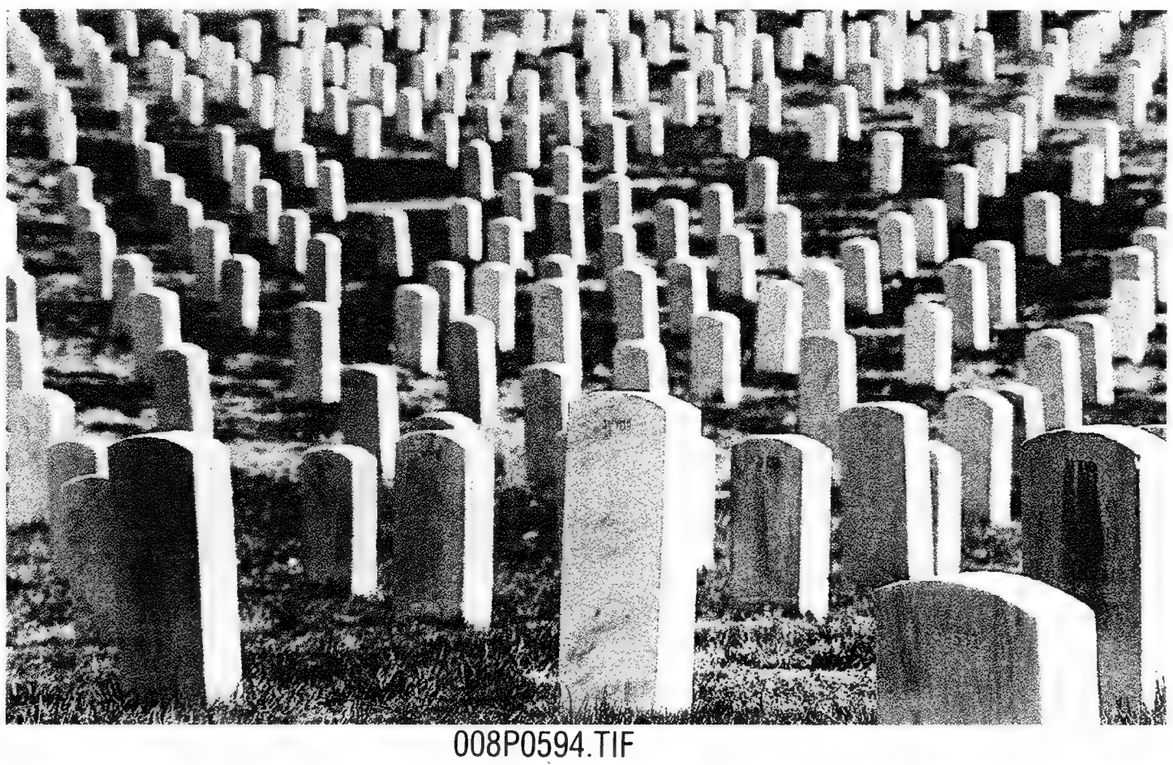

008P0594.TIF

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THE RACE IS ON!

Run, don't walk, to our Super Shoe Sale.

Every athletic shoe in stock is now on sale! Walking, aerobic, running, cross training, tennis, and basketball shoes are all reduced from 15 to 50% off our already low retail prices. Shop early for best selection. This sale ends Saturday.

Arkin Sporting Goods
5980 N. Cypress • **555-7787**

You're Going Places

Be sure your homecoming is as good as your vacation. Follow these tips to keep your home secure while you're away.

- **Lock all doors and windows**
- **Stop all mail and newspaper deliveries**
- **Put several lights on automatic timers**
- **Put a broom handle in the door track of sliding patio doors to keep them from being forced open**
- **Ask a trusted neighbor or friend to check your home periodically**

❖Bessler Insurance
..... *555-6687*.....

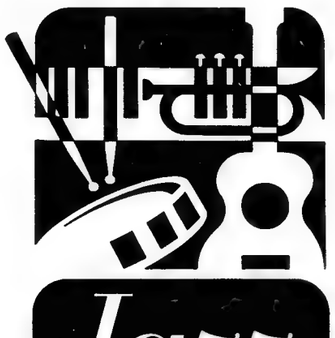
How long has it been?

If you can't remember the last time you had a vacation together, then it's been too long. Call us today. We'll tell you about special getaway packages for couples only.

✈ BACHMANN TRAVEL · 555-6878

FIESTA DAYS
$1.50 drinks
One Week ONLY!
Free Desserts
Check out our delicious food and drink specials every day during the first week of May.
❖The Grill
555-7789 • 5500 N. Main

Eye-catching "Summer Fashion" headline, right, uses just one typeface, Serif Gothic, in several weights (Light, Extra Bold, Black, Regular, and Heavy) combined with dotted directional arrow.



Jazz it Up

Add a touch of class to any outfit with jewelry, shoes, handbags, hair accessories, and hats from your favorite designers.

Wanda's
in Sheridan Mall

Remember When...

...you could get an honest-to-goodness, home-cooked meal at an affordable price? You still can with a delicious breakfast, lunch, or dinner from our large menu.

Grandma's Cafe
503 Market St. • M-S 7-9

Step Right Up & Save Big

We're overstocked, so we're marking prices *way down* to make room for new merchandise. Today through Sunday, save 15 to 40% storewide.

Becker Appliances • 5900 N. Adams

BLACK PLATE

003D0594.EPS

003P0594.TIF (Gray Scale)

COLOR PLATE

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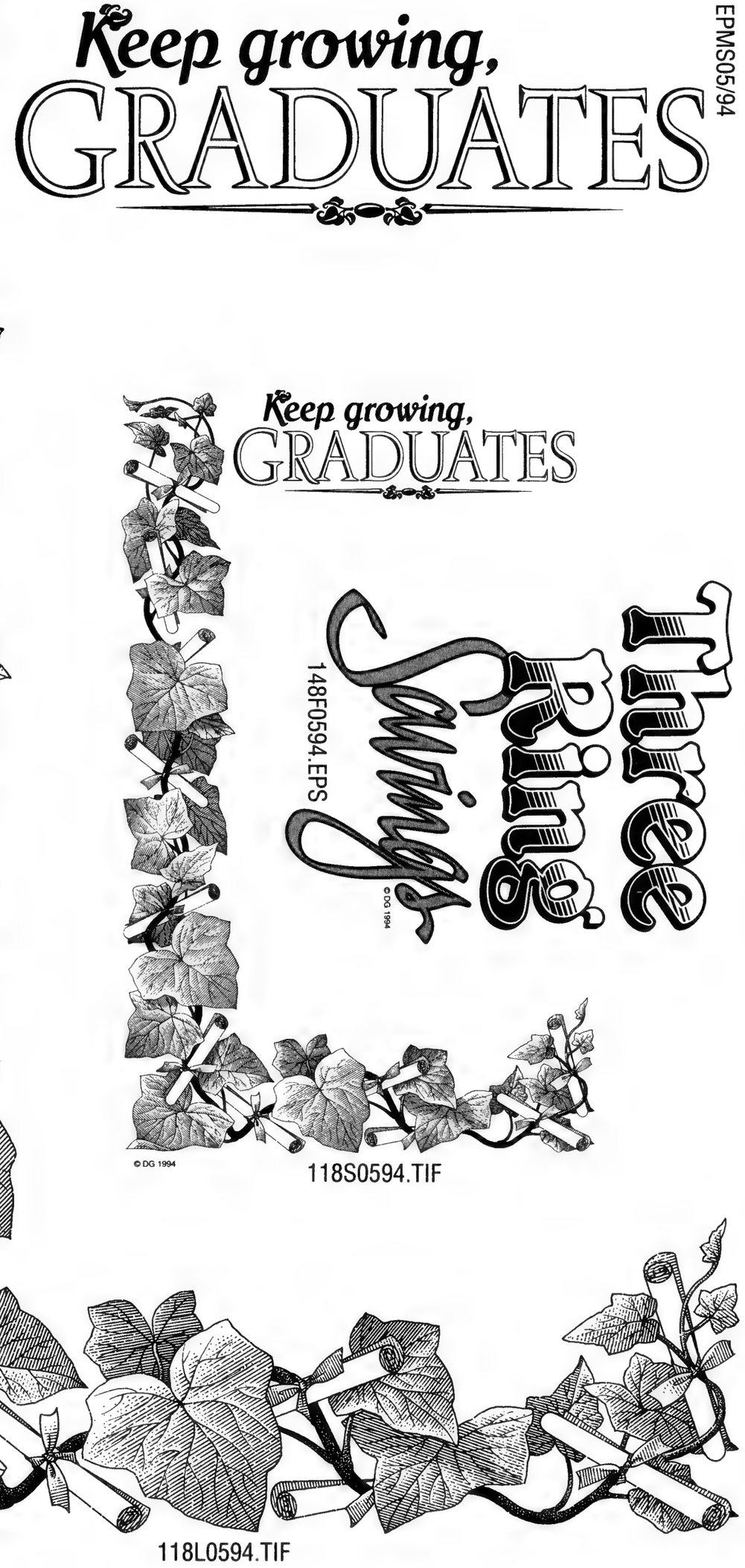

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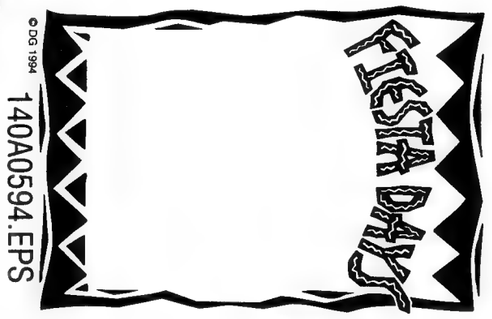

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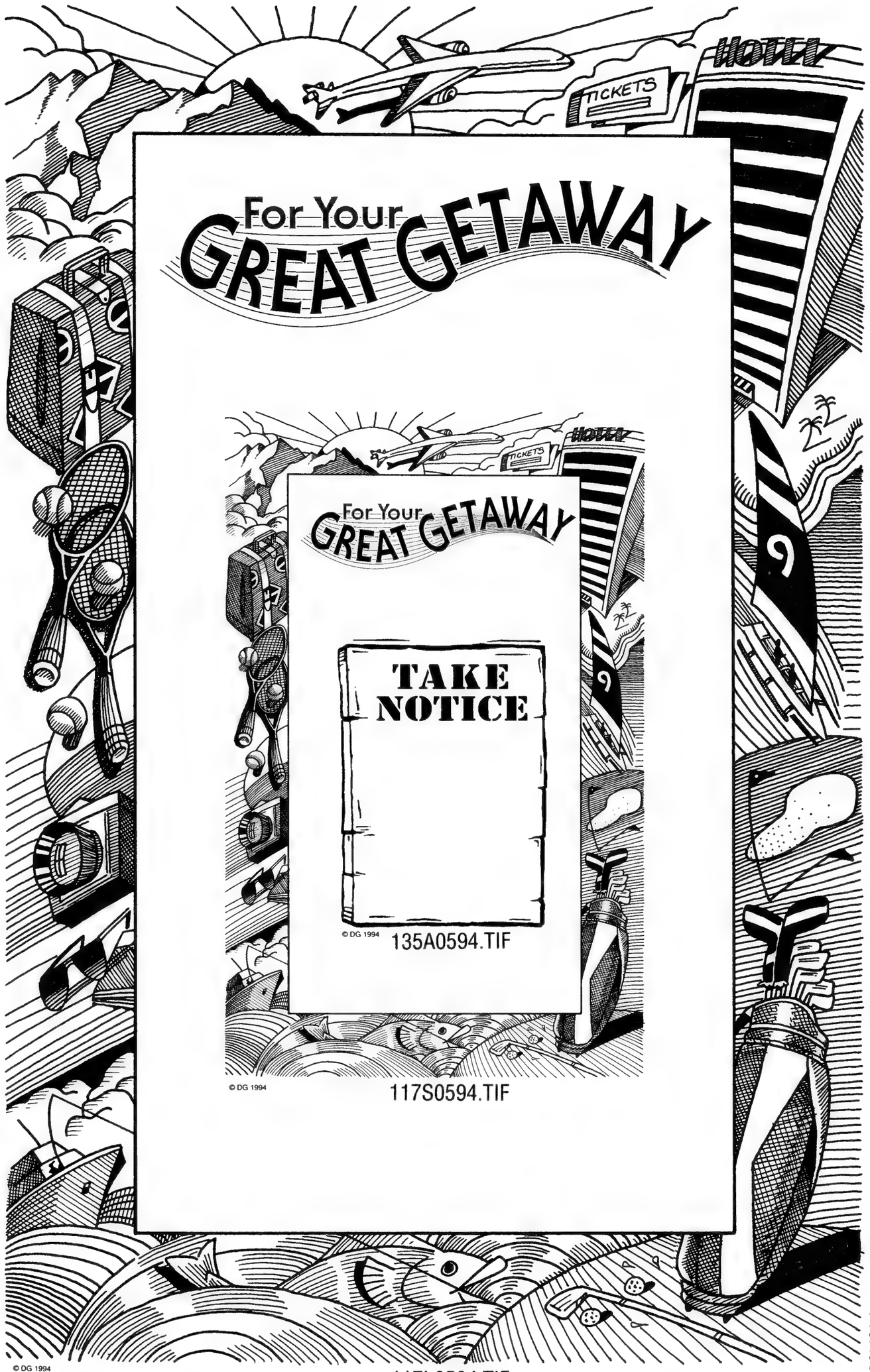

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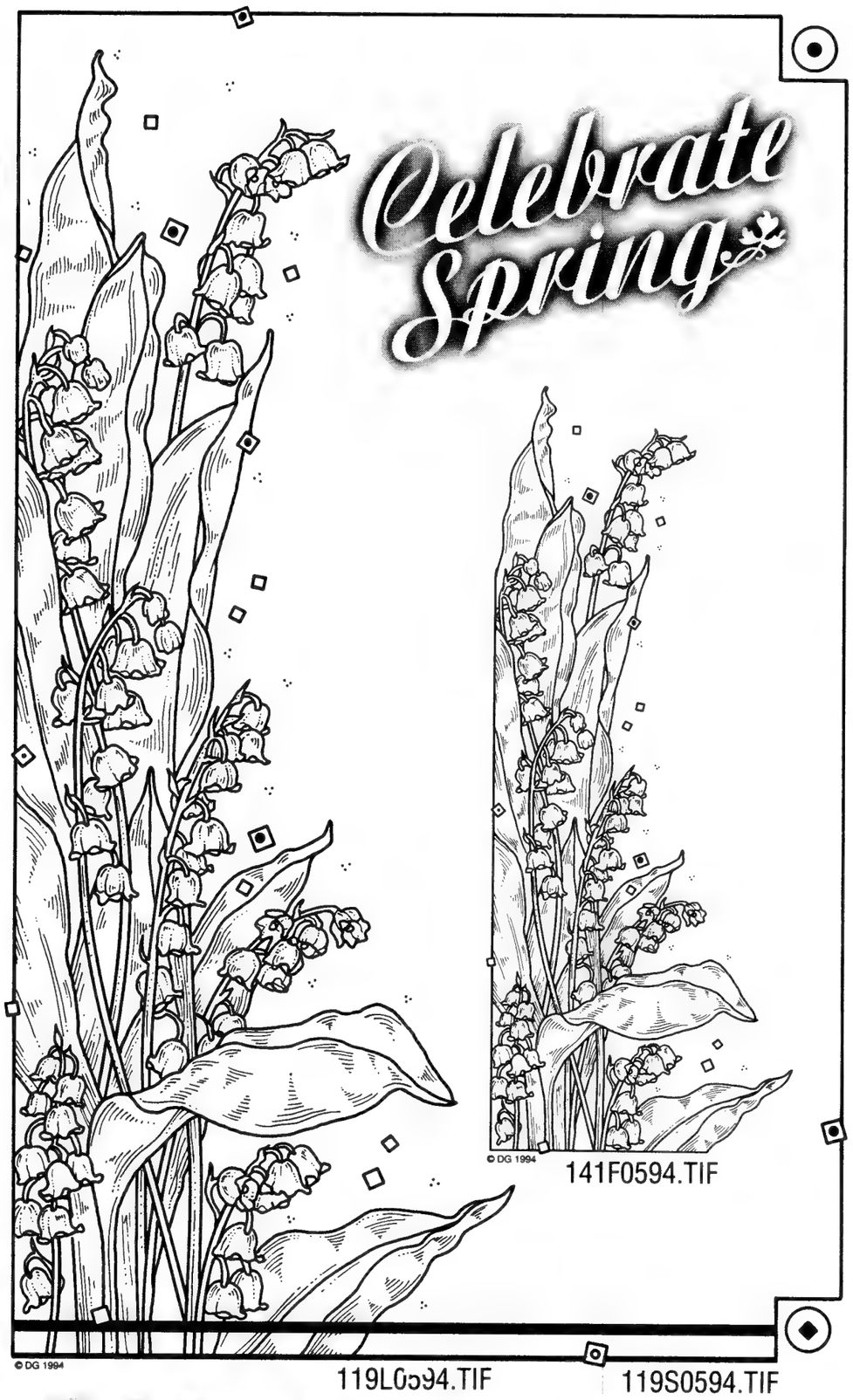

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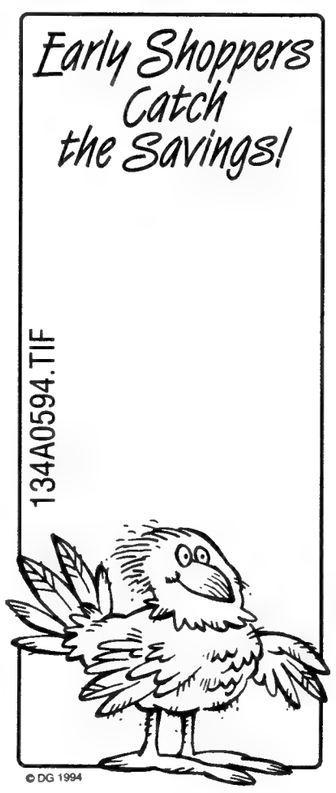

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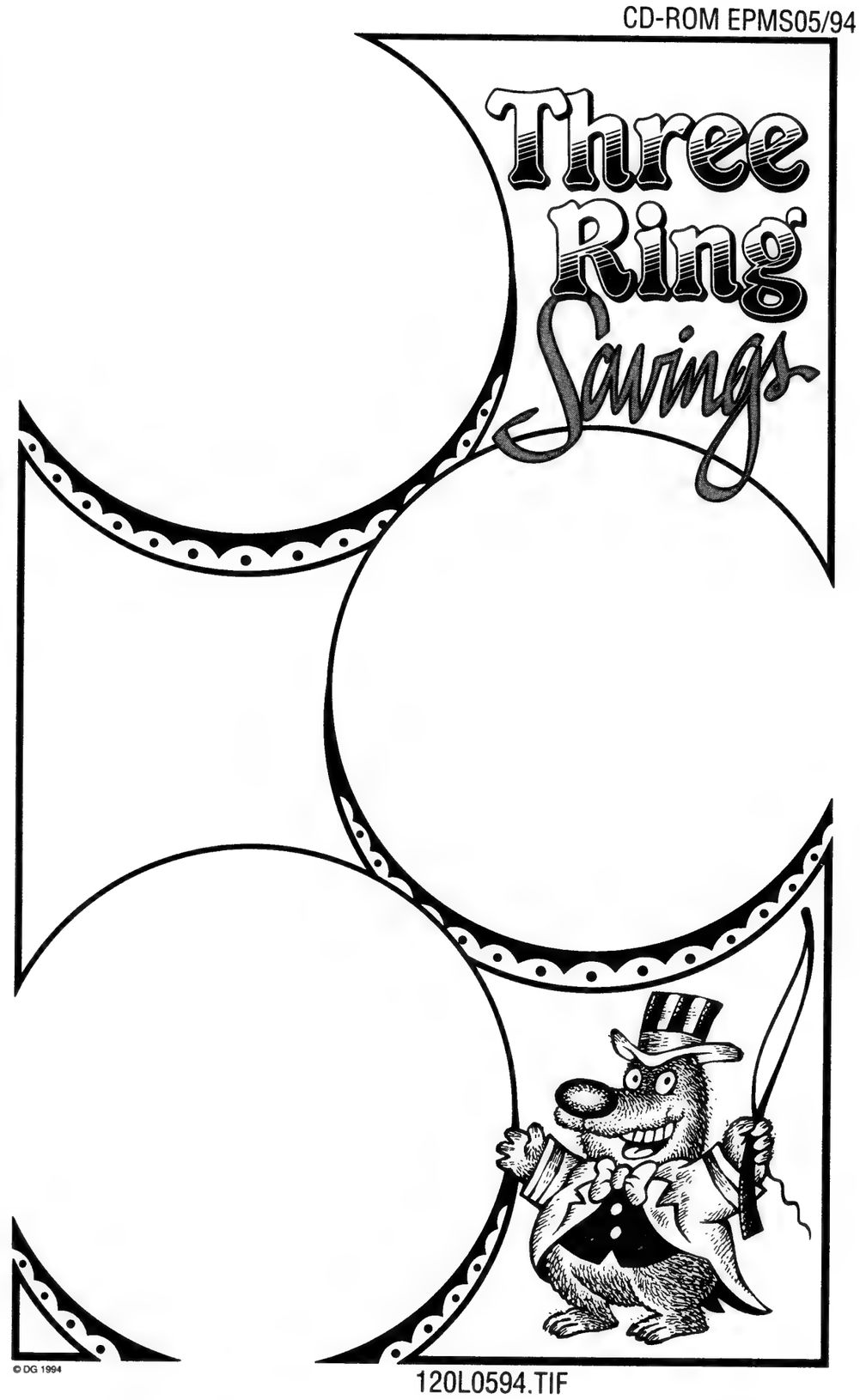

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Bargain

© DG 1994

149F0594.EPS

Olde Tyme

VALUES

&

SERVICE

152F0594.TIF

© DG 1994

Savings

© DG 1994

150F0594.EPS

GRAND OPENING

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143F0594.EPS

Olde Tyme

VALUES

&

SERVICE

121S0594.TIF

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Especially for Seniors

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146F0594.EPS

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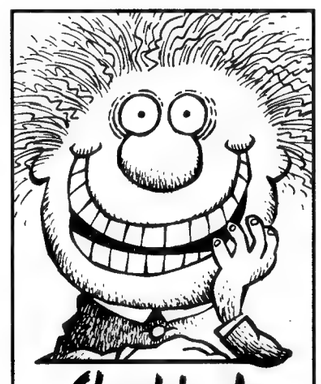
116F0594.EPS



Shockingly LOW PRICES!

137A0594.TIF

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You're Gonna Love *this* Sale!

136A0594.EPS

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Just for Mom

131A0594.TIF

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121L0594.TIF

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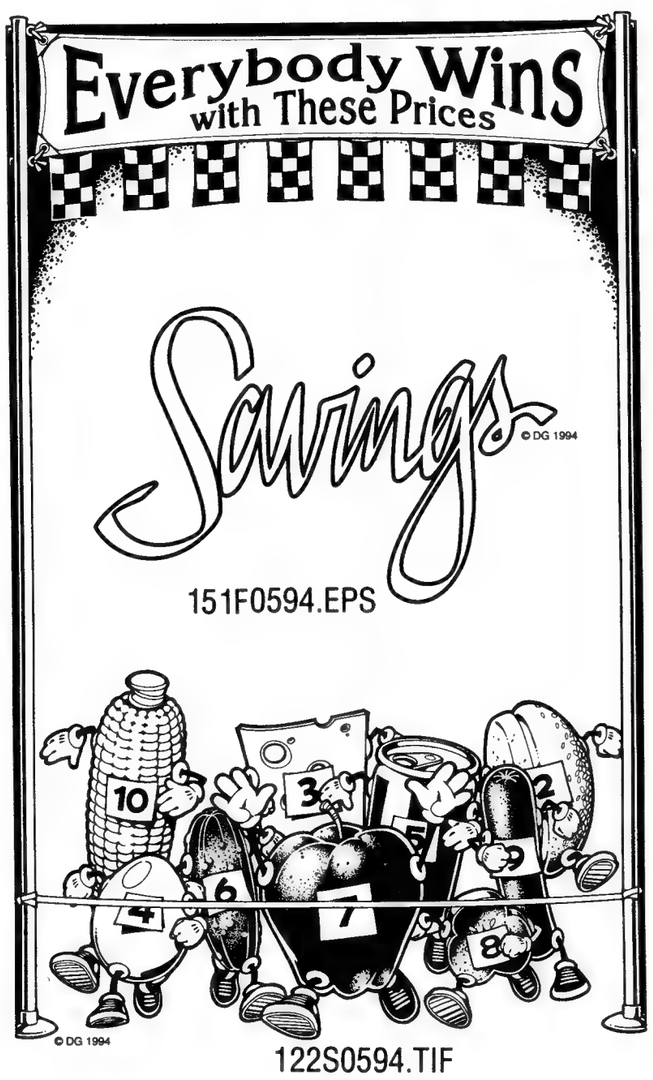
Everybody Wins with These Prices



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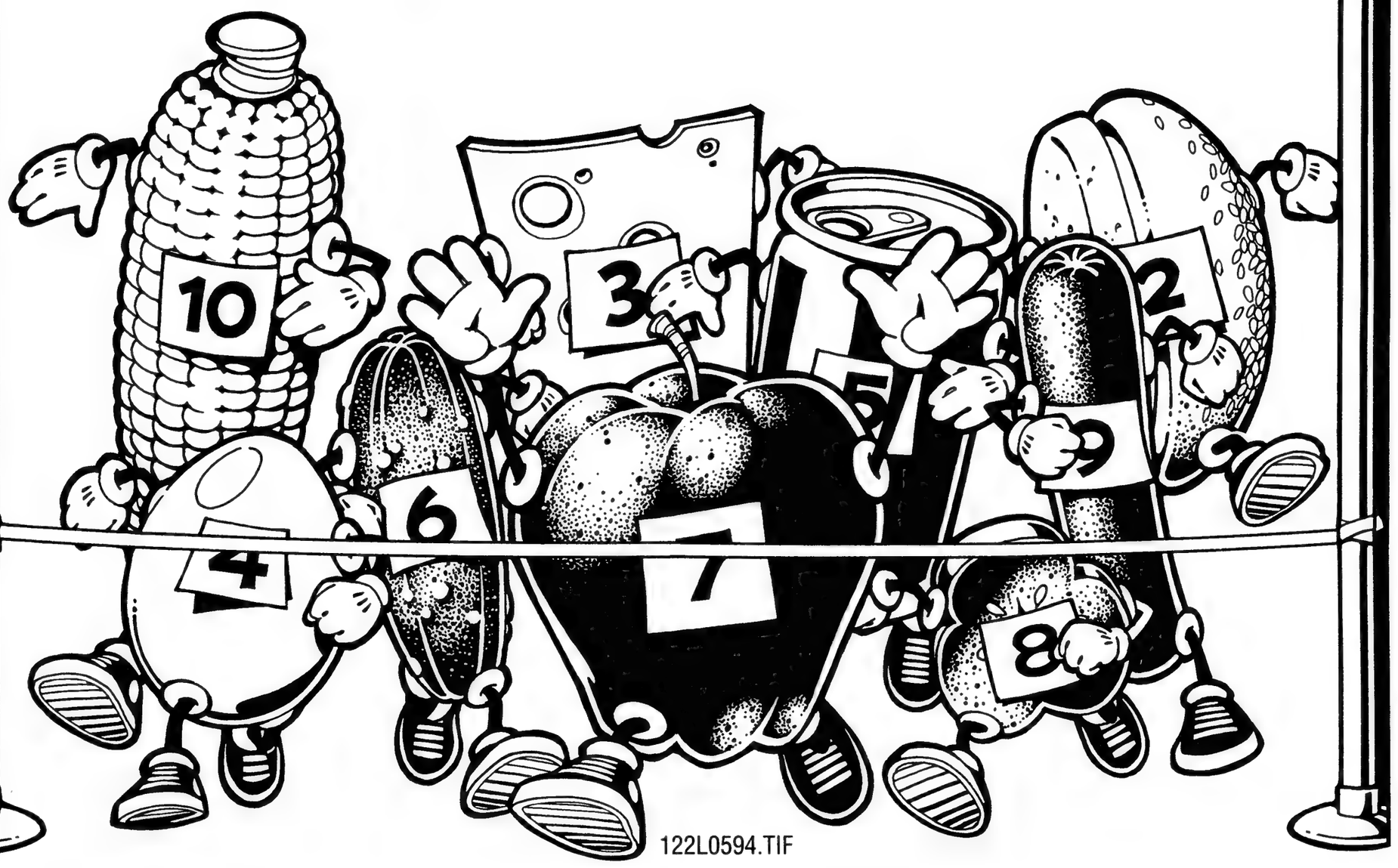

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Savings © DG 1994
150F0594.EPS

Everybody Wins with These Prices © DG 1994
145F0594.TIF

Everybody Wins with These Prices
GRAND OPENING © DG 1994
143F0594.EPS

Everybody Wins with These Prices
Bargains © DG 1994
149F0594.EPS

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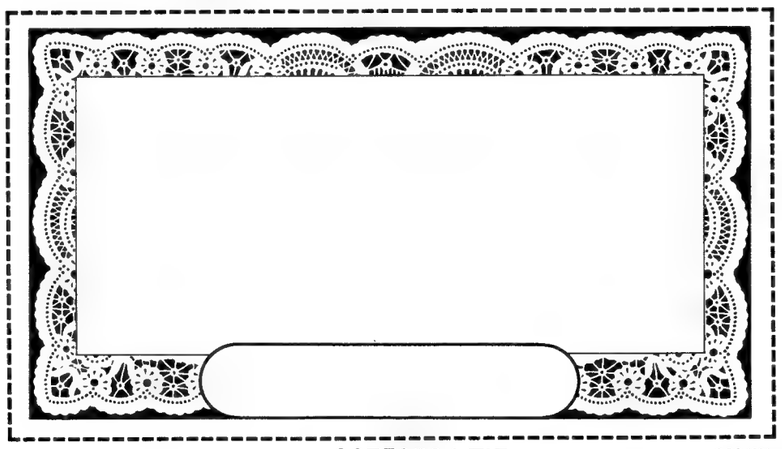

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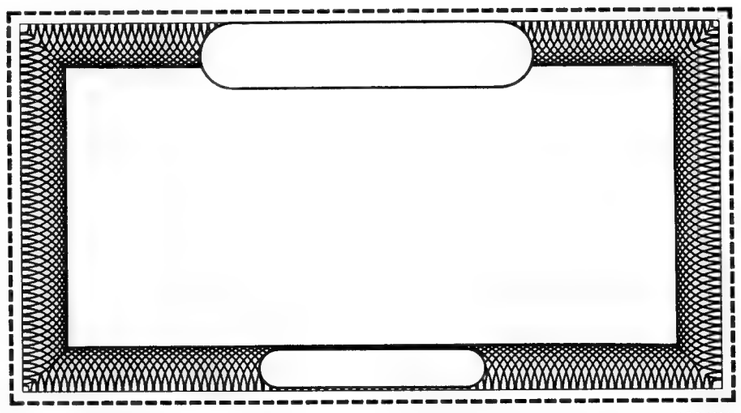

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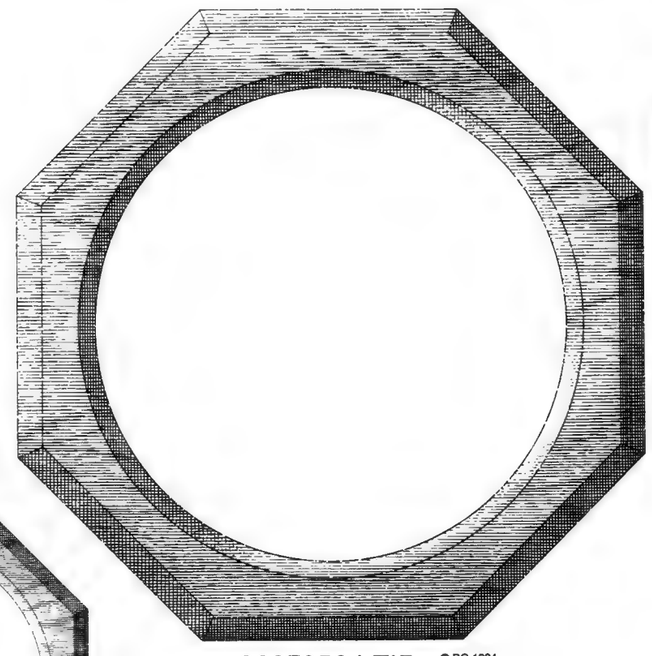

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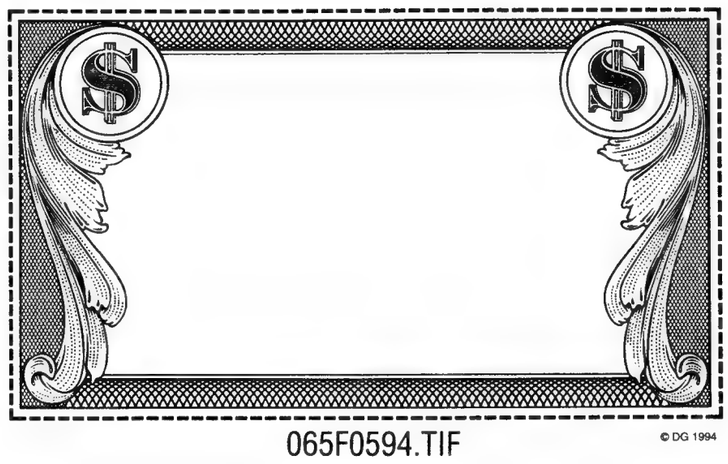

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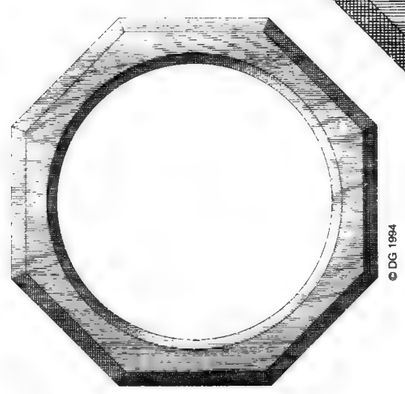

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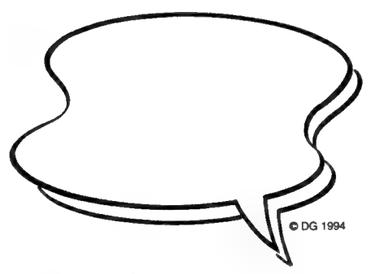

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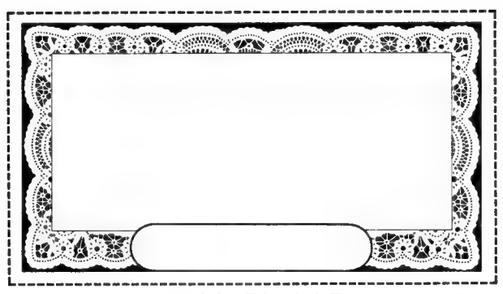

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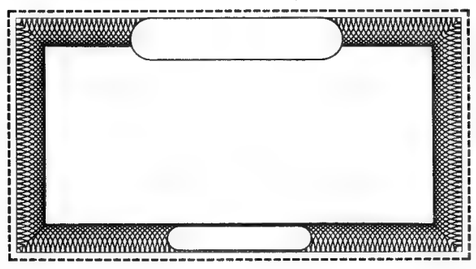

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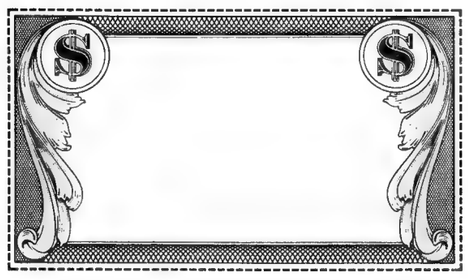

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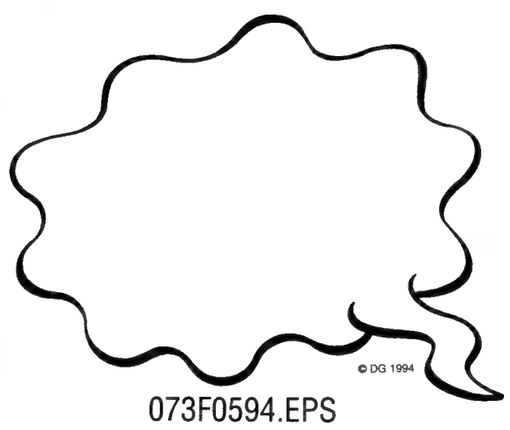

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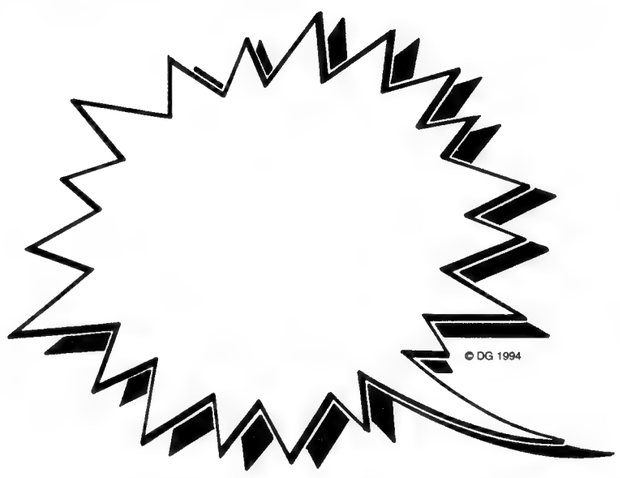

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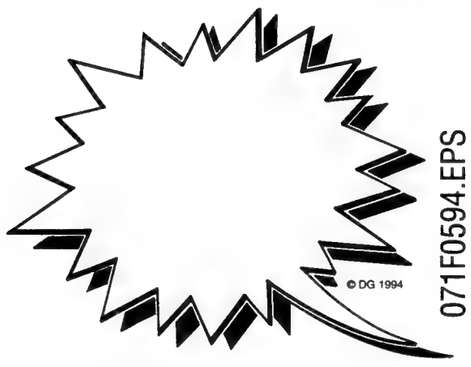

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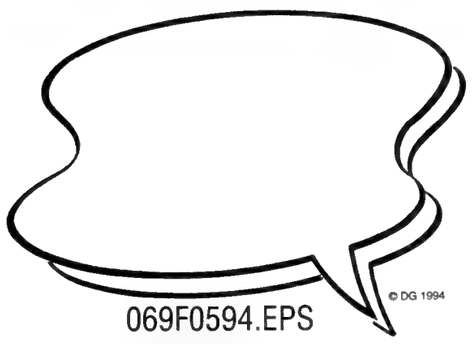

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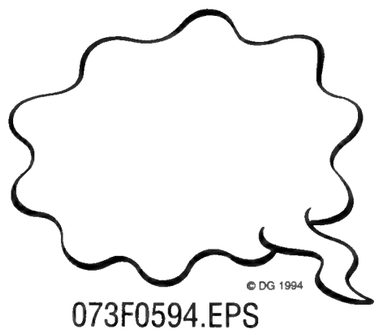

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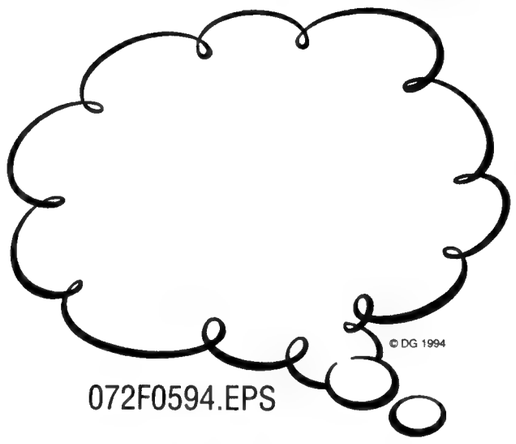

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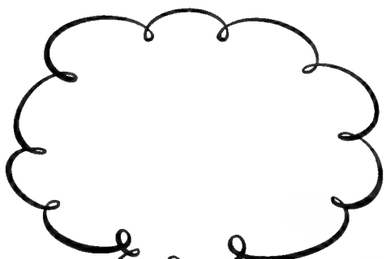

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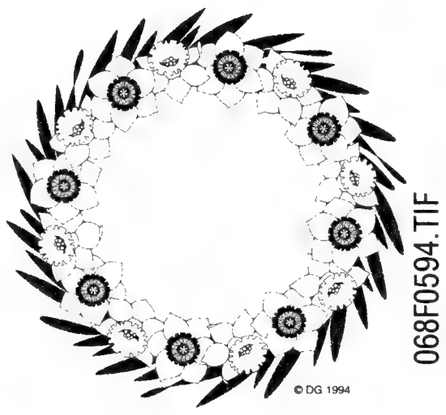

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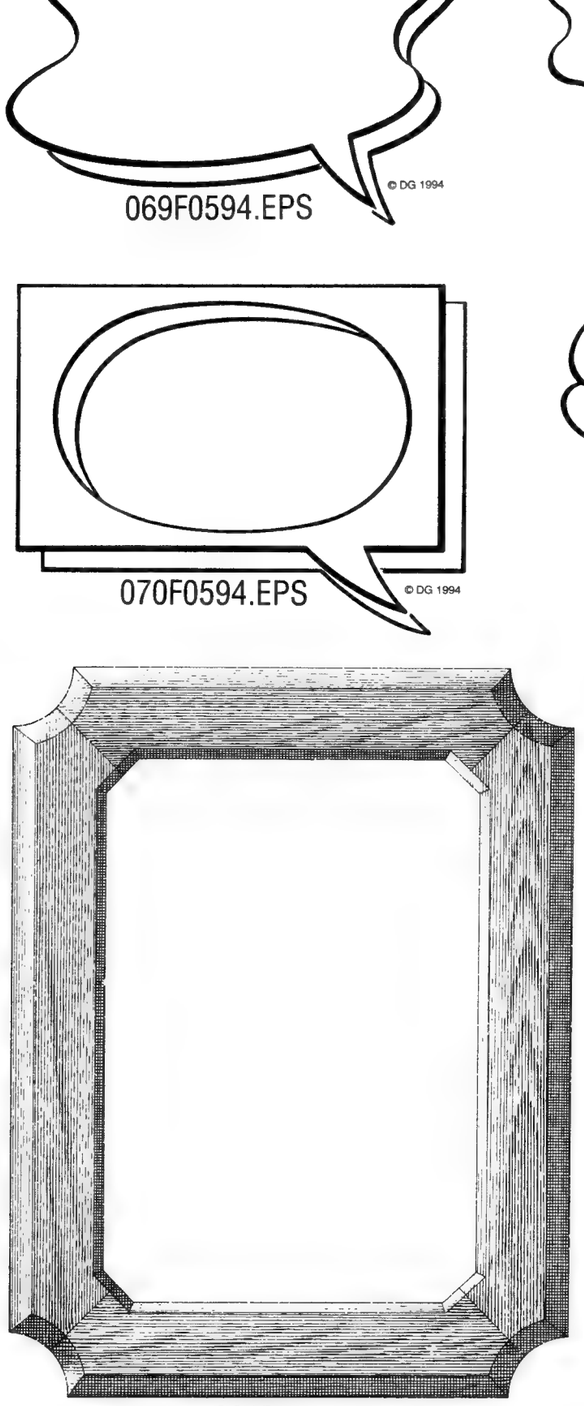

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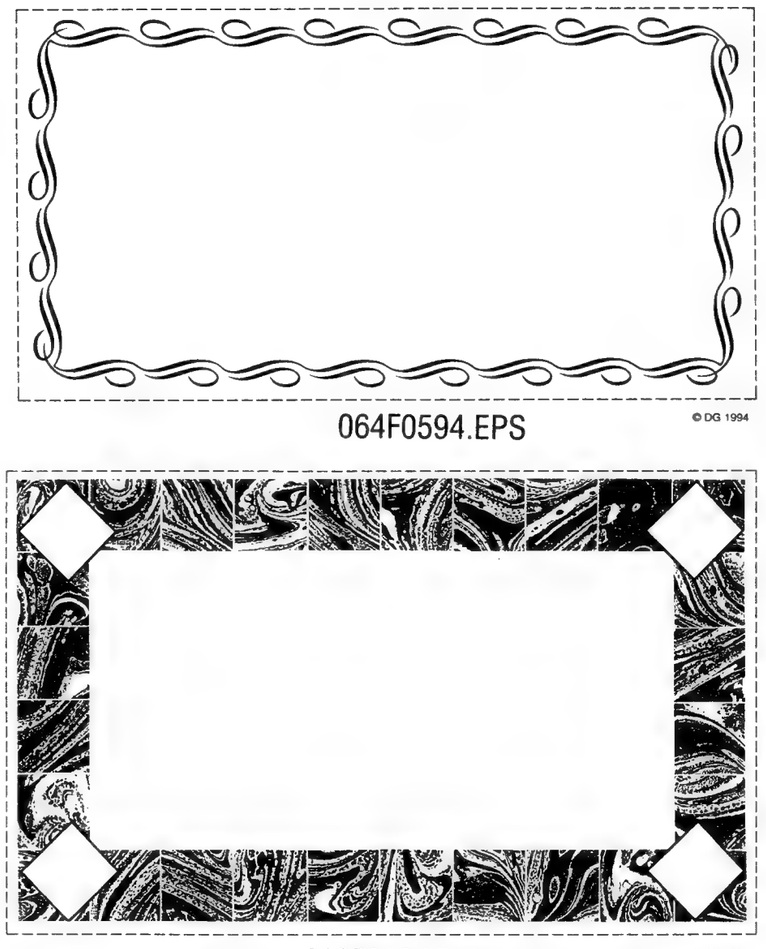

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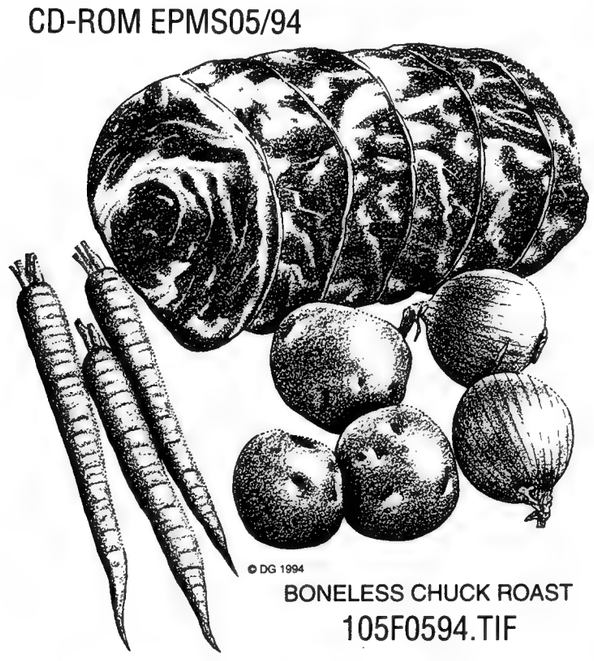
CD-ROM EPMS05/94



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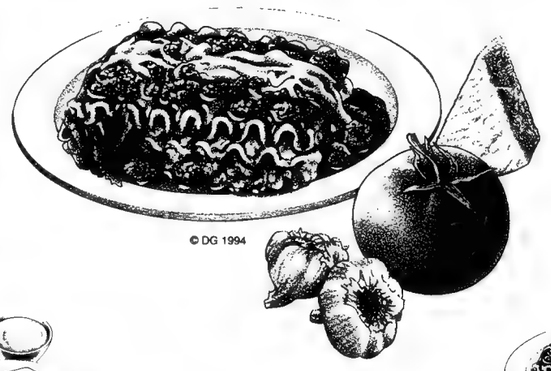

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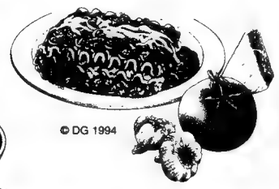

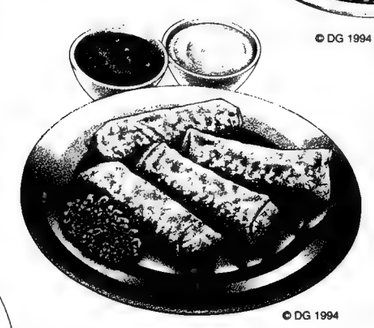

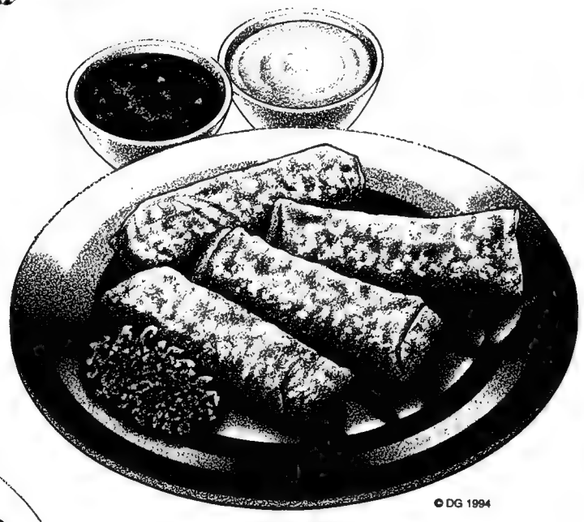

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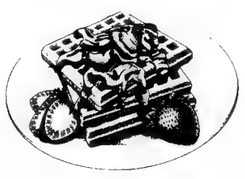

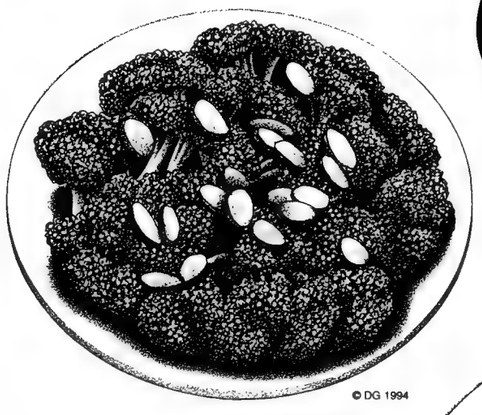

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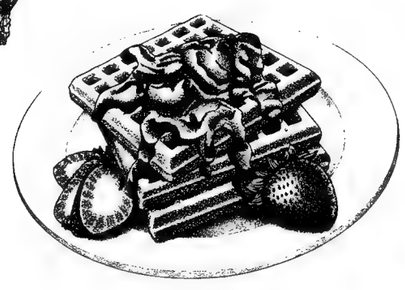

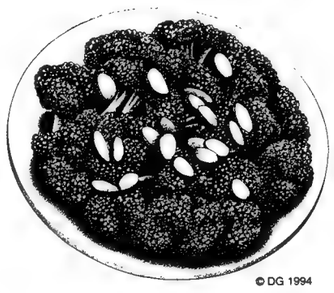

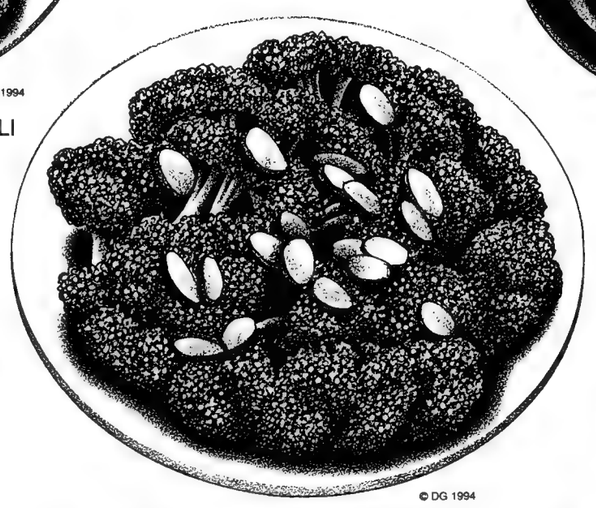

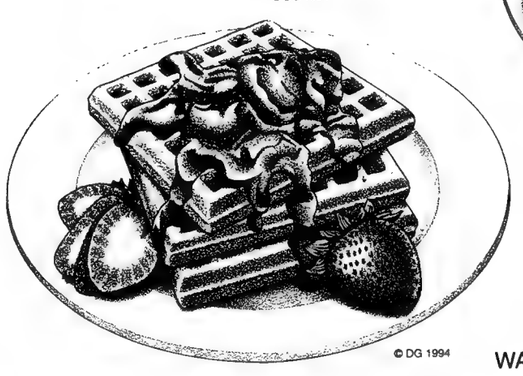

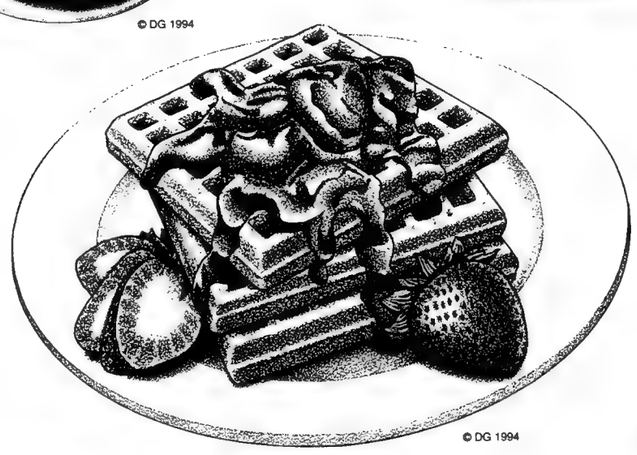

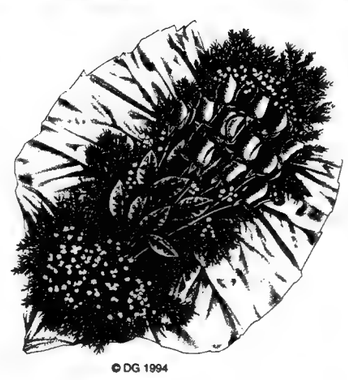

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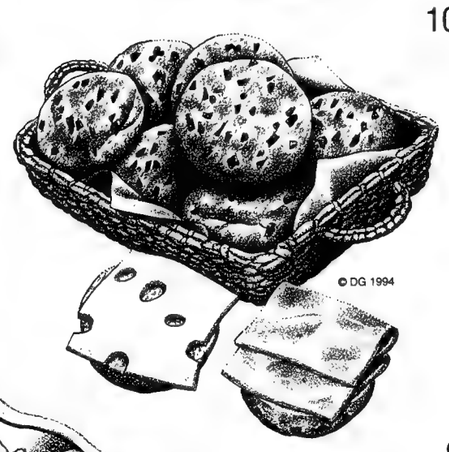

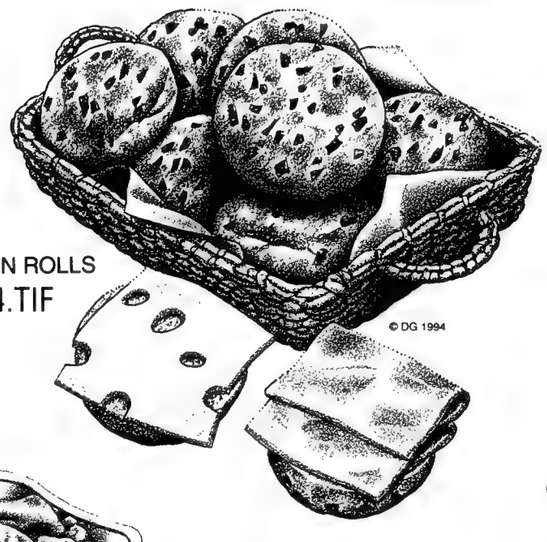

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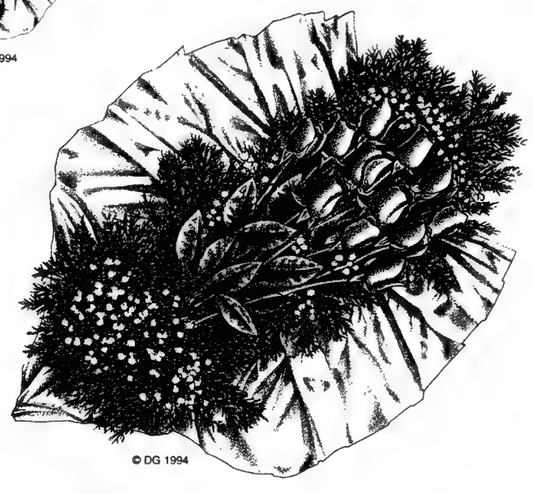

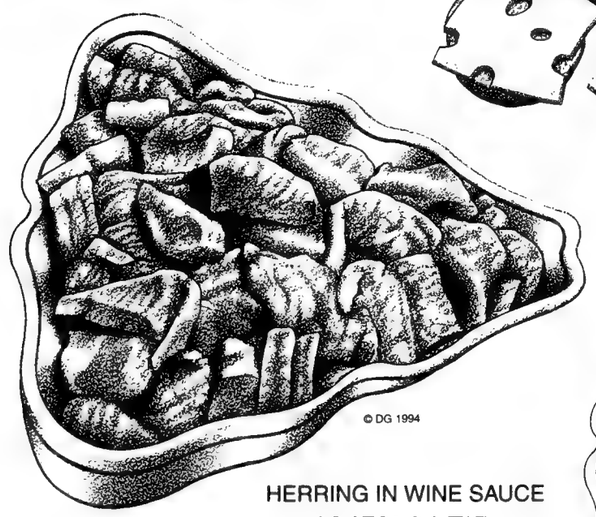

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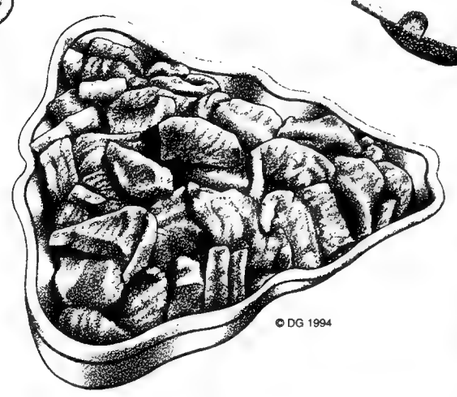

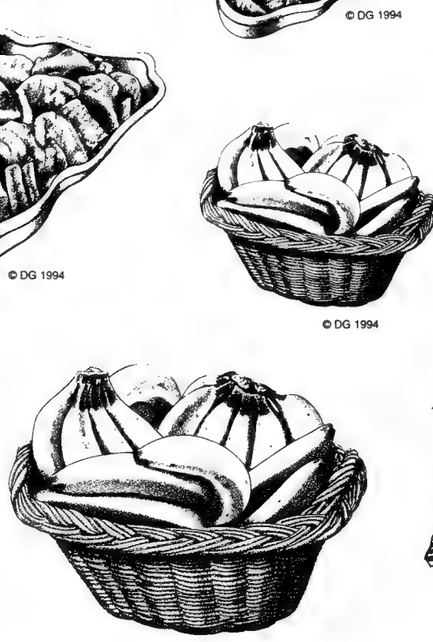

BANANAS
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ROSES
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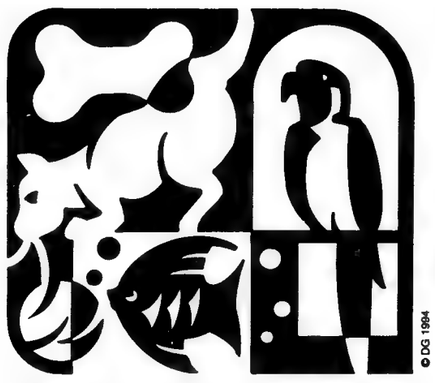

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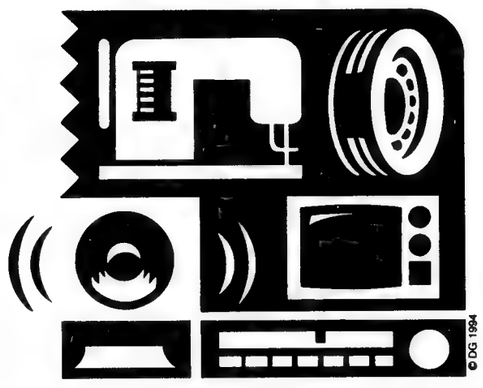
097F0594.EPS REPAIR SERVICES



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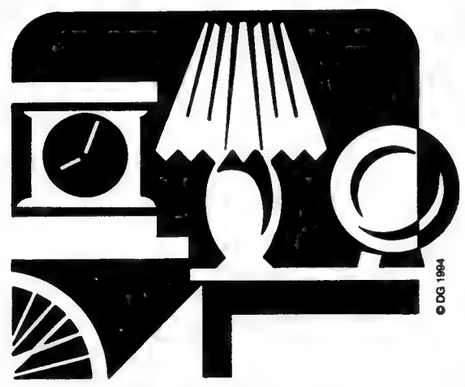

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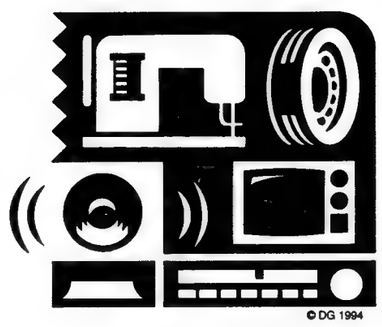

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095F0594.EPS REAL ESTATE

AUTOMOTIVE 085F0594.EPS

FARM MARKET 084F0594.EPS

094F0594.EPS ANTIQUES

AUCTIONS 088F0594.EPS

093F0594.EPS EMPLOYMENT

RECREATION/SPORTS EQUIPMENT

ANNOUNCEMENTS 089F0594.EPS

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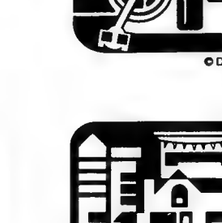
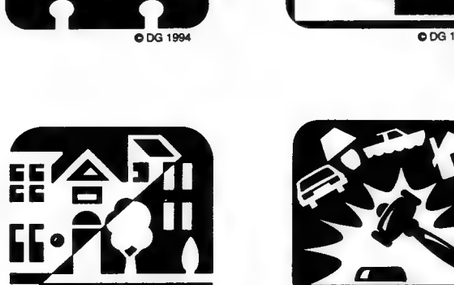


PERSONALS 087F0594.EPS



MUSICAL INSTRUMENTS

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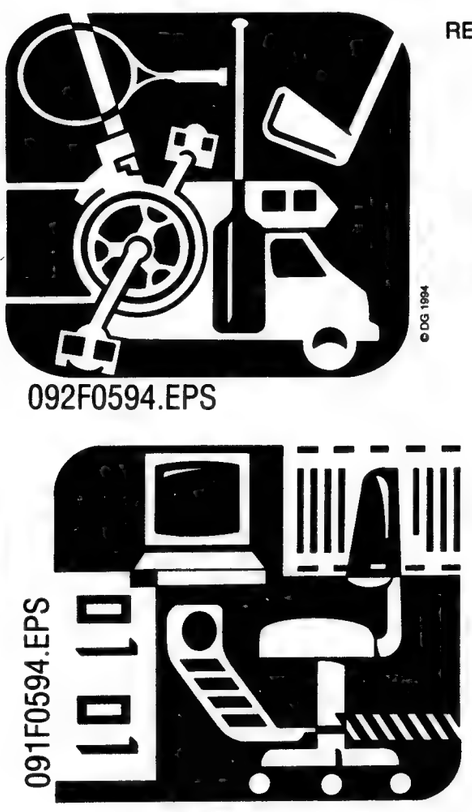

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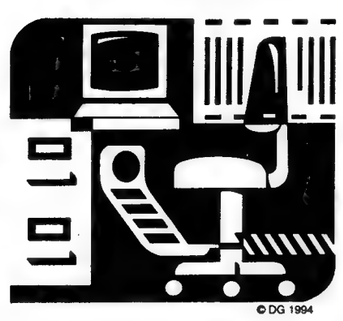
OFFICE EQUIPMENT



RECREATION/SPORTS EQUIPMENT

092F0594.EPS

093F0594.EPS EMPLOYMENT

ANNOUNCEMENTS 089F0594.EPS

092F0594.EPS

PERSONALS 087F0594.EPS

MUSICAL INSTRUMENTS

090F0594.EPS

091F0594.EPS

OFFICE EQUIPMENT

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115F0594.TIF

FRAME SHOP

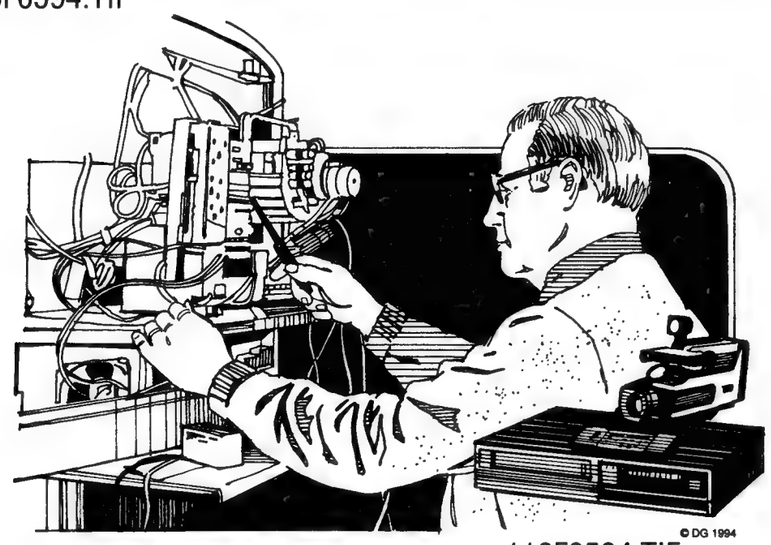
111F0594.TIF

BARBER

110F0594.TIF

BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!



110F0594.TIF

SMALL APPLIANCE REPAIR

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SEAMSTRESS 112F0594.TIF

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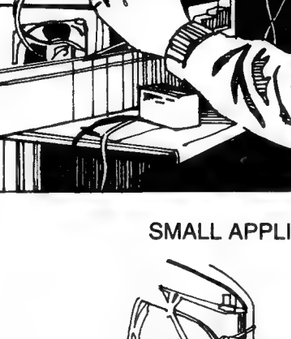

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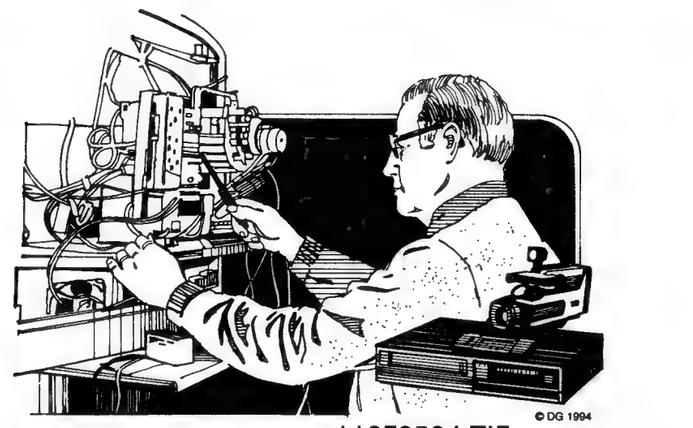

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109F0594.TIF

FAST PHOTO DEVELOPER 113F0594.TIF

114F0594.TIF

WINDOW WASHER

109F0594.TIF

TUXEDO RENTAL

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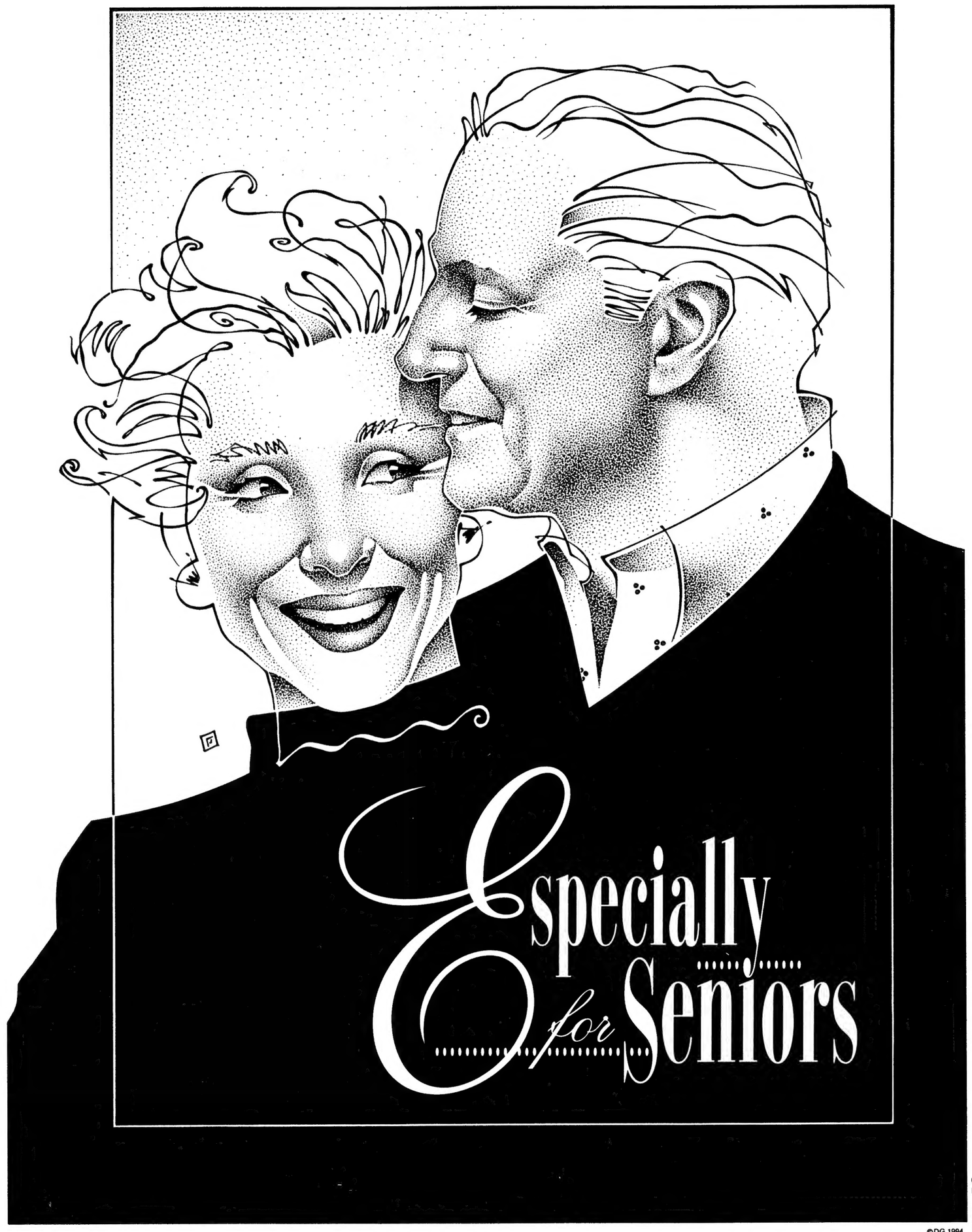
001C0594.EPS (Color Separated)

001C0594.TIF

Shown below is the full color proof of the color separations appearing on pages 27 and 28.



002T0594.TIF

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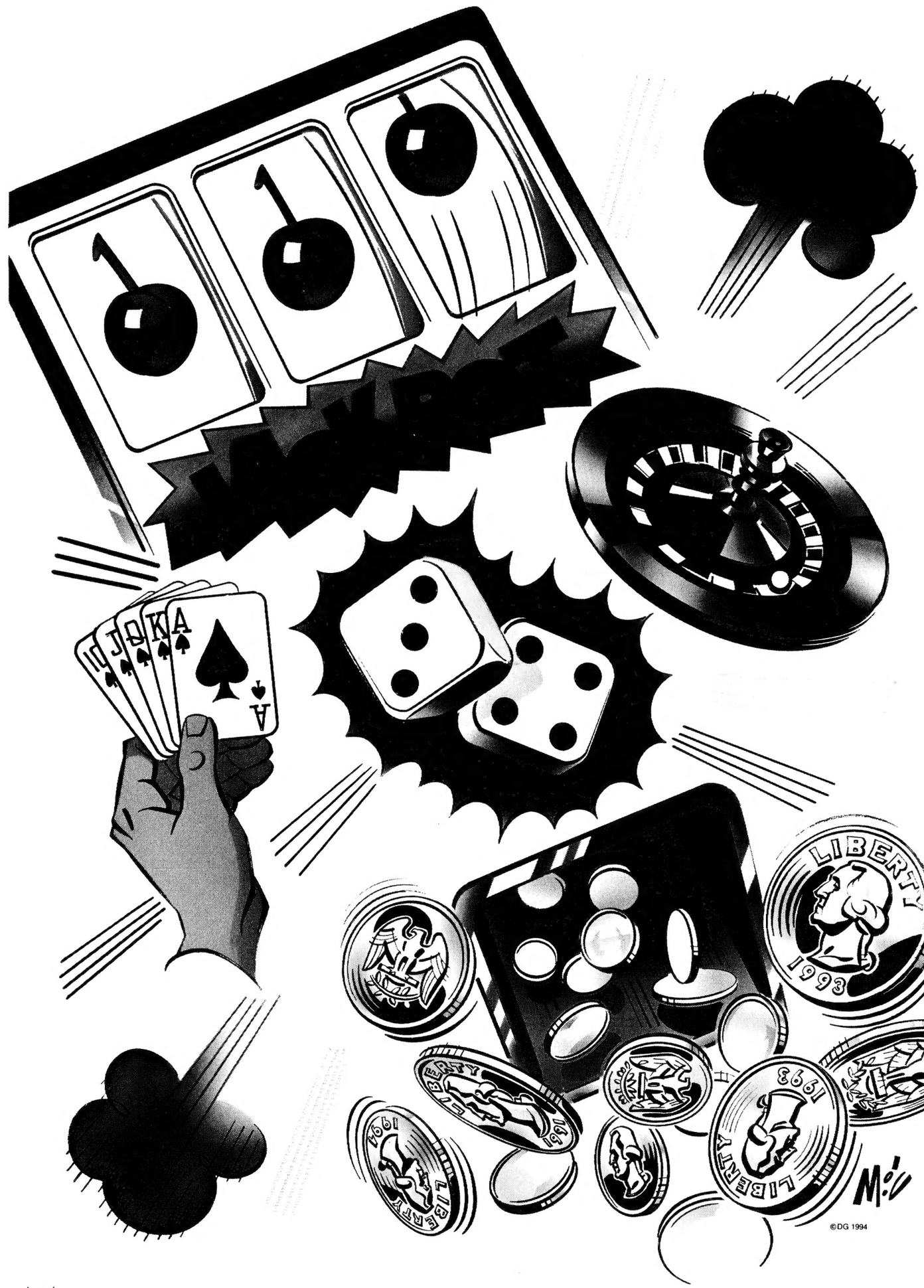
• RED PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



• YELLOW PLATE

• BLACK PLATE

• BLUE PLATE

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(MONTH) (YEAR) (PAGE NO.)

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COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ....
(MONTH) (YEAR) (PAGE NO.)

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COMPANY NAME .....

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PMS ART FROM ....
(MONTH) (YEAR) (PAGE NO.)

REMARKS .....

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